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10 TRENDS THAT WILL SHAPE OUR WORLD IN 2010

JWT Identifies Key Shifts That Will Drive Consumer Thinking and Behavior

NEW YORK, December 1, 2009— JWT, one of the world's largest advertising agencies, has released its fifth annual year-end forecast of key trends that will drive or significantly impact consumer behavior in the year ahead.

According to the forecast, 2010 will see more brands disclosing everything from calorie counts on menus to carbon emissions to sourcing details; a proliferation of products and services catering to the over-65 set; and an explosion of location-based or -aware services that leverage data from a user's mobile phone.

“As we approach a new decade, many of the trends we’re identifying are consequences of the Great Recession—for instance, the emergence of consumers who are willing to put significant time and energy into purchases and the accelerating power shift to Brazil, India and China,” says Ann Mack, director of trendspotting at JWT. “As in past years, technological, demographic and geopolitical changes are also key drivers.”

JWT’s “10 Trends for 2010” is the result of quantitative, qualitative and desk research conducted throughout the year. It also pulls from the input of more than 50 trendscouts around the world.

Other key trends cited in the report include:

- **Searching for Stability:** While many indicators point to the beginnings of an economic recovery, consumers will continue to exercise restraint until they see more clear, dependable and closer-to-home signs of stability. (Unemployment lifting will be a key barometer for consumers.)
- **Life in Real Time:** The Web is evolving into a constantly updating stream of real-time information, conversation, memes and images. This is creating an increasingly mass culture and shifting perceptions of “current,” moving modern life into the “now.”
- **Visual Fluency:** The ongoing shift from words to images will accelerate, and we’ll see increasingly innovative ways to explain and illuminate complex topics.

“Trends don’t happen in isolation—they tend to intersect and work in tandem with each other. And many are extensions or outgrowths of older trends,” says Mack. “After all, trends with real significance can’t be assigned to just one calendar year. The trends we’re exploring for 2010 indicate shifts that are likely to be with us for a while.”

Among the trends JWT has forecast in previous years: “The Mobile Device as the Everything Hub,” smartphones and other devices becoming the preferred platform for digital communications; “The Small Movement,” the shift away from “bigger is better” in everything from homes to cars to mobile technology; and “Radical Transparency,” the “nothing to hide” ethos seen in some online behaviors.

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The 32-page “10 Trends for 2009” report is available at JWTIntelligence.com. Additional trendletters on JWTIntelligence.com cover topics including the energy race, the collective consciousness, and the recession’s impact on luxury and health and wellness.

About JWT

JWT is the world’s best-known marketing communications brand. Headquartered in New York, JWT is a true global network, with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT’s pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg’s, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT’s parent company is WPP (NASDAQ: WPPGY).

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