

TREND TRACKING

KNOW_IT_ALL_ ←



TRYVERTISING
(TRY BEFORE YOU BUY) IS THE LATEST MARKET RESEARCH TOOL BEING TESTED IN THE US.



PRODUCT LAUNCHES
OF NEW ENERGY DRINKS HAVE INCREASED BY MORE THAN 110 PER CENT SINCE 2004.



6.4 BILLION PEOPLE
WILL BE LIVING IN CITIES BY 2050 – THAT'S 70 PER CENT OF THE GLOBAL POPULATION.



Is your wallet stuffed with loyalty cards that you seldom use? A whopping 82 per cent of Australians are members of loyalty programs, however, less than a third (31 per cent) actually use them to redeem discounts. An average Australian family could save around \$4,100 a year simply by remembering to show their cards and

redeeming their points. Now there's a website hoping to change all that. Perkler is an online community that allows you to organise all your loyalty schemes in one place. And as co-founder Justin Barrie says, "You don't always have to clock up points; some retailers offer cash back or products on the spot." Visit www.perkler.com.



THE MOUSEPAD THAT ROARED

How's this for an idea that could gain traction? The Scratch-n-Scroll not only works as an ordinary mousepad, it also has a writing surface. To write yourself a note, simply use your finger or the built-in stylus as a 'pen', and then later erase your scrawl by flipping up the top sheet of the mousepad. The innovator is Marc Zech from Germany, who brought his product to the marketplace via Quirky, a website that develops 'community-designed' products. Each week, 'ideators' pay A\$107 to submit a product idea to the site and then one is selected and developed. At least 12 per cent from sales of the product goes back to the innovator. Visit www.quirky.com.



TRAVEL FINDS ITS NICHE

You've heard of babymoos and nip-tuck tourism. Now travel is becoming even more specialised. Bunnik Tours, for example, aims to cater for the 'not too young and not too old' – in other words, those who are over the booze cruises but aren't quite ready for elasticated waistbands. Similarly, Sydney-based Hautes Vacances is a specialised travel company offering 'boutique gay travel'. Visit www.bunniktours.com.au or www.hautesvacances.com.



TIMELY TRIVIA

Ever added up how many hours you spend each year waiting for coffee, in queues and in traffic? Trust us, you don't want to know. Helping to make this otherwise wasted time more productive, the iMinds eight-minute audiobooks are filled with information gathered from around the world. Arts, culture, history and science are all covered in these short introductions to almost anything and everything. Everyone will want to be on your trivia team. iMinds tracks are available to download for \$1.69 each from www.iminds.com.

TEXT: EIGNA SANDIFORD, KIRSTEN ROWLINGSON // PHOTOGRAPHY: GETTY IMAGES, ISTOCKPHOTO // SOURCES: WWW.SAMPLED.COM, WWW.MINTEL.COM, WWW.TRENDWATCHING.COM