

## 17 Global Trends

<https://faithpopcorn.com/trendbank/>

### WHAT IS A TREND?

A Trend describes a deep social and cultural movement forward for at least a decade out.

It cuts across multiple realms of the consumer's life and a wide swath of societies and marketplaces. It expresses primal human needs and aspirations and predicts what their needs will be. What it's not is almost as important as what it is: It's not a fleeting a short lived phase or passion. In other words, it's not a fad.

### EVEOLUTION

<https://faithpopcorn.com/trendbank/eveolution/>



### EVEOLUTION

The way women think and behave is impacting business, causing a marketing shift away from a hierarchical model to a relational one.



## EVEolution

noun, [iv,ə'luʃən]

1: The way women think and behave is impacting business, causing a marketing shift away from a hierarchical model to a relational one.

2: One of 17 known cultural and societal undercurrents, first identified by Faith Popcorn, whose shifting dimensions reflect the human experience as it evolves to define future consumer behaviour.

## History

[Faith Popcorn](#) called this tremendous cultural shift early: She wrote the book *EVEolution: The Eight Truths of Marketing to Women* in 2000. She picked up upon the singular strengths, perceptions and modes of expression among females, and then crystallized how these would increasingly be adopted by our society for a transformative impact. Even before the book's publication, she had noted these key indicators: Women-owned businesses employed more than the Fortune 500 combined: \$18.5 million workers. They did \$2.3 trillion in annual sales. Women owned 8 million businesses in the U.S., or one-third of all U.S. firms, in the late 90s. And by the way this figure had risen 78% since '87.

## Practical Application

Faith's identification and documentation of this Trend is gaining tremendous recognition, as she speaks at the Cannes Lions mainstage, Accenture, and other forums about the surging power of women and how to market to them. Some of the

benchmarks she cites: Women are starting businesses at [twice the rate of men](#), there's a steep rise in the number of [female political candidates](#), and females now control an unprecedented [two-thirds of all private wealth](#). And from an emotional perspective, she predicted a revolution which later became the [#metoo](#) and [#timesup](#) movements, calling out male privilege, misconduct and abuse.

## Present

We are far from achieving full parity: The gender pay gap is still big. Women are leaving the Fortune 500 in droves. And in developing nations, females are still fighting for an education. EVEvolution will rise further, and Faith plays a key role in charting the path. She does significant work uplifting women and helping them live their best futures. For example, she guided Nike to start what is now their \$3 billion female business. She guided Allergan to navigate the launch of [Loloestrin](#), their low-dose birth-control pill, with an astoundingly successful social media campaign (praised in the [Wall Street Journal](#)) that empowered Millennial women with the “Actually, She Can” message.

The Death of Masculinity and Its Impact on Creativity (Cannes Lions).

<https://masculinity.faithpopcorn.com/zine/> 46:59

Fiskars—the Finnish Brand Behind the World’s Most Popular Scissors—Is Launching Gender-Neutral Gardening Clothes

<https://www.vogue.com/slideshow/fiskars-the-finnish-brand-behind-the-worlds-most-popular-scissors-is-launching-gender-neutral-gardening-clothes>

110 years of women's right to vote in Finland – in the 21st century, roughly half of all Finnish ministers are women

<https://valtioneuvosto.fi/en/government/history/male-and-female-ministers>