



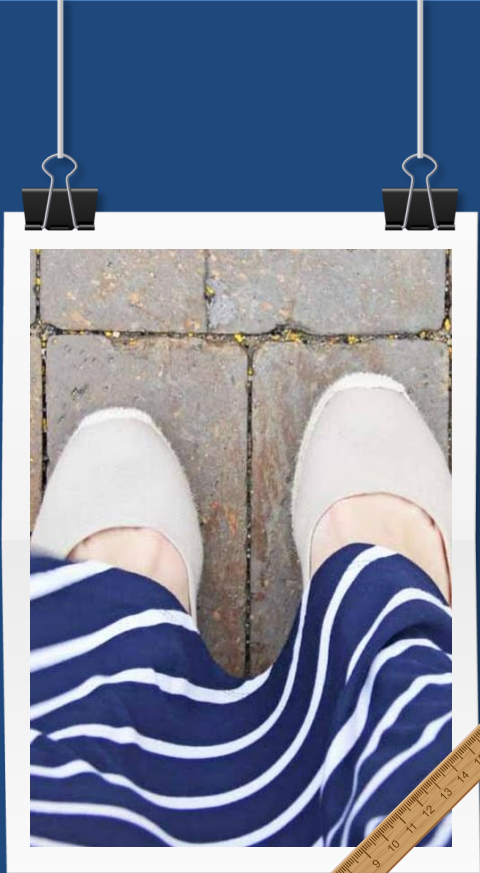
# Crystal Ball or Foggy Glasses

## PREDICTIONS

Howard Parry Husbands, CEO,  
Pollinate - Consumer Trends

LOOKING AHEAD TO

**2015**



7 In fashion  
Hemlines.  
Will go DOWN

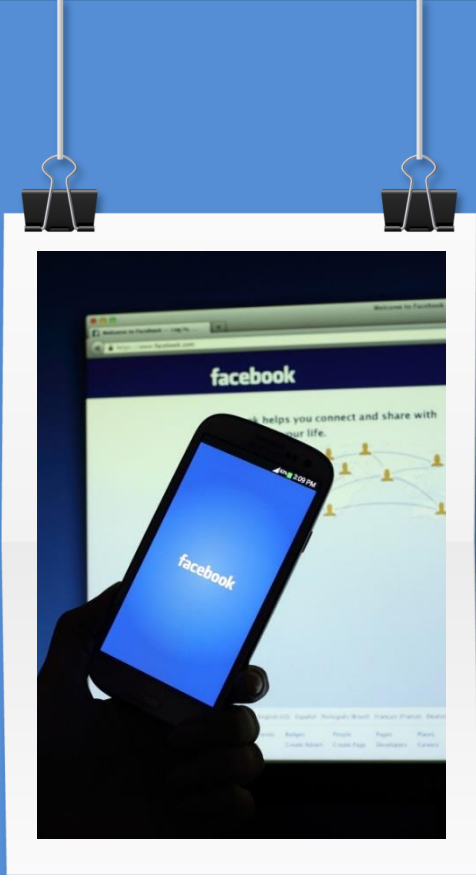




## 2 What we drink

Tea sales  
will go  
UP

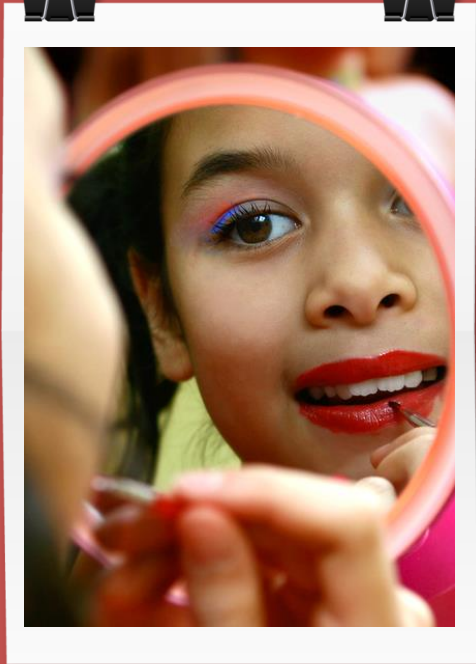




# 3 Social Media

Facebook popularity will go **DOWN** but revenues still go up





**4** TV's top rating shows ...

... will feature  
children  
parodying adults  
and adults'  
failure to be  
responsible ...



## 5 In the media

Alan Jones will  
(finally) come out  
as a gay  
transvestite  
called “Alana” ...



6 In sport

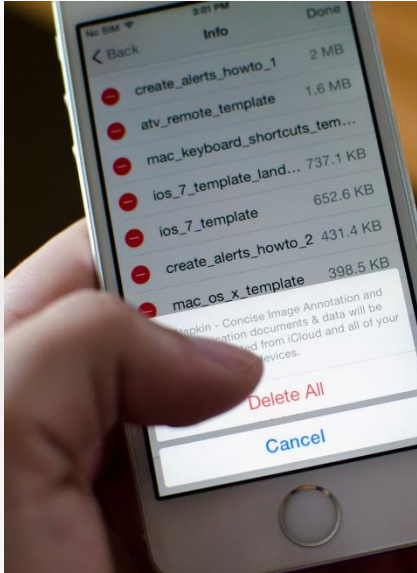
Ireland will win  
the rugby world  
cup





# 7 In politics

NSW will have a hung parliament and Tony Abbott will be dumped ...



**8** Technology

is going to slow  
down and slow  
us down ...



# 9 People

People will be  
more creative



# 70 Environmentally

El Nino will put purple on the weather charts as bush fires and droughts break records



# p<sup>o</sup>llinate

Where brands, ideas and  
people come to grow