

Listado de vídeos conferencia:

“8 tendencias de consumo clave para innovar”

TENDENCIA 1: AUTOMEJORA

FITBIT

https://www.youtube.com/watch?v=s9Y_mrDHpyw

DELTA INNOVATION CLASS

https://www.youtube.com/watch?v=3_-1LPRMD_4

TENDENCIA 2: LOCAL LOVE

SHELL

https://www.youtube.com/watch?v=_lkb682Mk-k

TENDENCIA 3: JUGA-DORES

TIM HORTONS

<https://www.youtube.com/watch?v=svfFvkHgeWY#t=16>

SPINNR

<https://www.youtube.com/watch?v=MVyRLHjifim8>

TENDENCIA 4: ¡A SU SERVICIO!

TESCO KOREA

<https://www.youtube.com/watch?v=fGaVFRzTTP4>

TENDENCIA 5: HUMAN BRANDS

KLM #HAPPYTOHELP

<https://www.youtube.com/watch?v=ef7n2s3j-BU>

HANS BRINKER BUDGET HOTEL

https://www.youtube.com/watch?v=uv3KgZUY_gc

TENDENCIA 6: TECNOLOGÍA UBICUA

AMAZON ECHO

<https://www.youtube.com/watch?v=KkOCeAtKHlc>

JIBO

<https://www.youtube.com/watch?v=3N1Q8oFpX1Y>

TENDENCIA 7: INFOLUJURIA

OAKLEY

https://www.youtube.com/watch?v=2-9UAJ4v_8M

OLIVE

https://www.youtube.com/watch?v=Vcy66x6sp_Q

PIZZA HUT

<https://www.youtube.com/watch?v=xvT0MCugb58>

TENDENCIA 8: CAOS DE PRECIOS

GROLSCH

<https://www.youtube.com/watch?v=EIMDHuUYf8A>

TENDENCIA 9: CONSUMISMO POST DEMOGRÁFICO

HARLEY DAVIDSON

<https://www.youtube.com/watch?v=fRpsSeWdiVE>