

## Mintel GNPD reveals top 10 trends for 2008

Are you prepared to leverage upcoming trends that will impact your business? Using thousands of new products and decades of experience, Mintel GNPD is best positioned to predict the trends that will create the most opportunity in 2008. By bringing insight presentations to your location, our product development experts will help you apply these trends now, creating maximum impact for your business.

### Insight presentations foresee upcoming trends

Schedule an insight presentation at your location with a Mintel GNPD new product trend expert. In addition to an overview of 2008's most promising trends, each presentation zooms in on three trends of your choice.

Your presentation will discuss key points for each of your three chosen trends:

- **Definition** of the trend
- **Analysis** of why the trend has developed, including key consumer needs and groups
- **Development** of the trend over time across countries and categories
- **Examples** of key products and explanations of their importance to your business
- **Insight** on how the trend will develop further
- **Impact** for your business

### Product samplings bring trends to life

See, touch, smell, taste... nothing helps you understand new product trends like experiencing them for yourself. Increase the impact of the insight presentation with a product sampling of up to 30 new products.\* This worldwide range illustrates the trends discussed in the presentation, reinforcing ideas with hands-on learning.

### Ideation session develop actionable concepts

Begin applying insights right away with an ideation session. Led by one of Mintel GNPD's experts, each session is customised to identify key products fitting your company's initiatives. Isolate ideas with the most potential, filling your pipeline with achievable concepts to advance.

### Presentation series provides ongoing insights

With a custom combination of insight presentations, product samplings and ideation sessions, your team will hone their expertise on 2008 trends. A series of presentations expands and reinforces awareness, helping you capitalise on trends at their peak influence. Your account manager will help you create a customised series that addresses your specific product development goals.

\* For an optimal sampling session, attendees should be limited to 50 people. Availability and quantities may vary.

