



Trend research presentation

ELISAVA
november 2016

Phase I » Perception mapping

Net hunting

Research

In depth interviews with defenders

Trend analysis

Phase II » Concept development

Phase III » Feasibility of
production

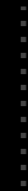
ENGAGEMENT

Reach
cubans



Focus on the
channel

International
engagement



Focus on the
message

Case studies and trend research

If you want to
understand today, you
have to search yesterday

- Pearl S. Buck -



What do authoritarian
regimes have in common?

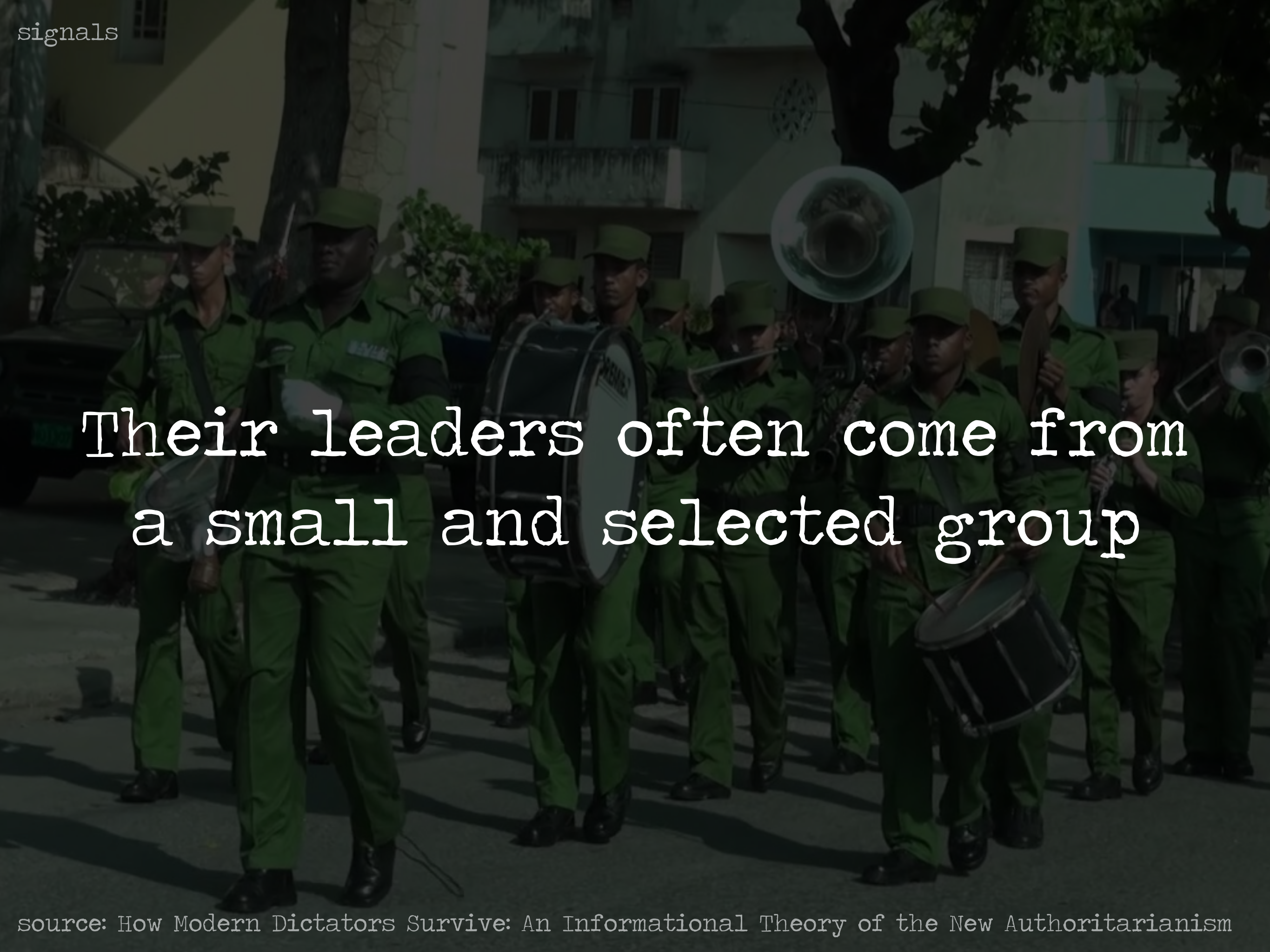


Do not allow freedoms of
speech, press, and religion

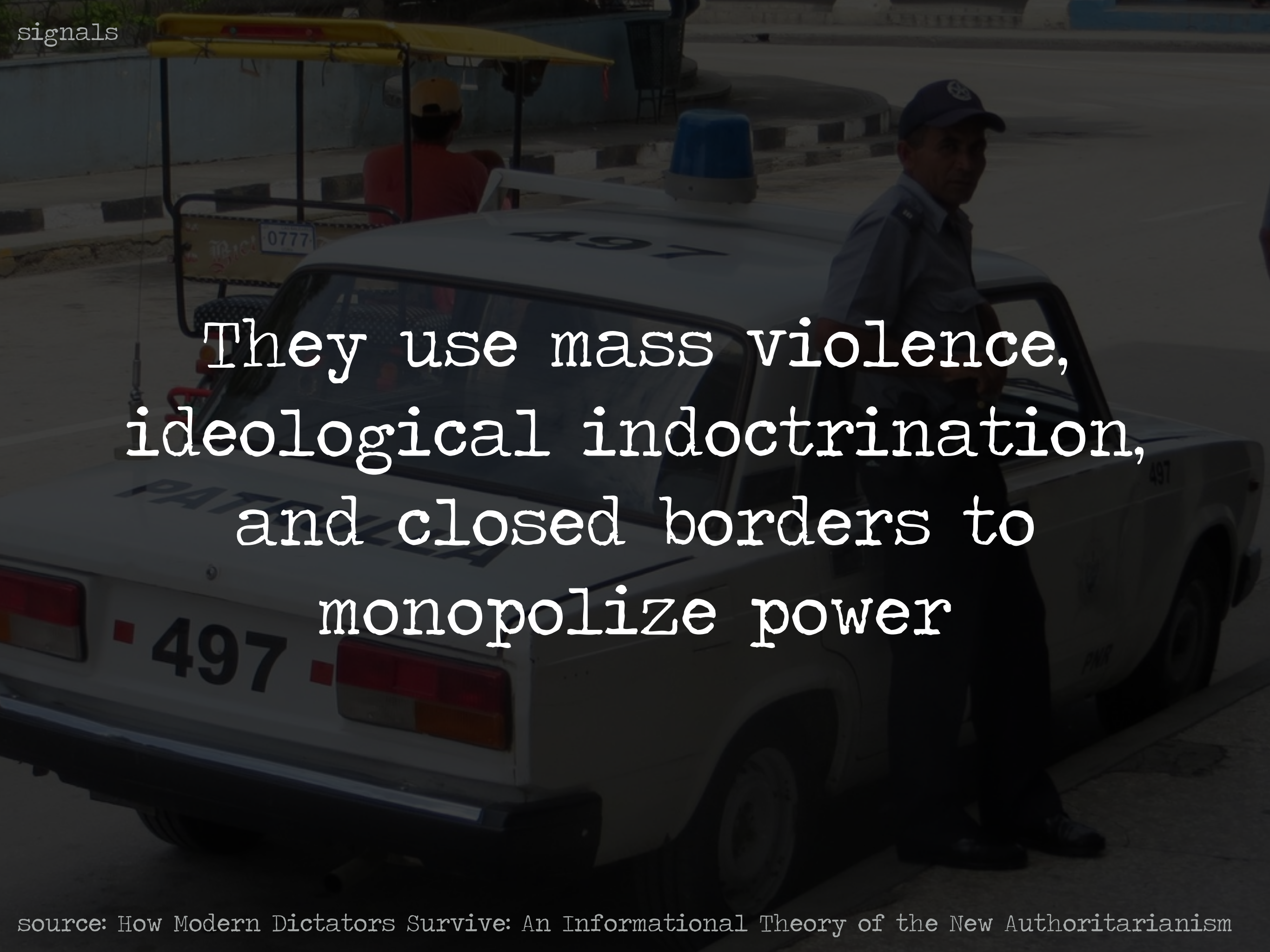
© ERIC DROOKER (WWW.DROOKER.COM)

A group of children are playing with a large tire on a sandy area in front of a building. The children are smiling and appear to be having fun. The scene is captured in a slightly dim, natural light setting. The text "Do not follow majority rule nor protect minority rights" is overlaid in white, monospace-style font across the center of the image.

Do not follow majority rule
nor protect minority rights

A marching band in green uniforms is performing on a street. The band members are wearing green caps and jackets. Some are playing brass instruments like trumpets and trombones, while others are playing drums and a large tuba. The background shows a building and trees.

Their leaders often come from
a small and selected group



They use mass violence,
ideological indoctrination,
and closed borders to
monopolize power

nauta

ETECSA


6.00 CUC



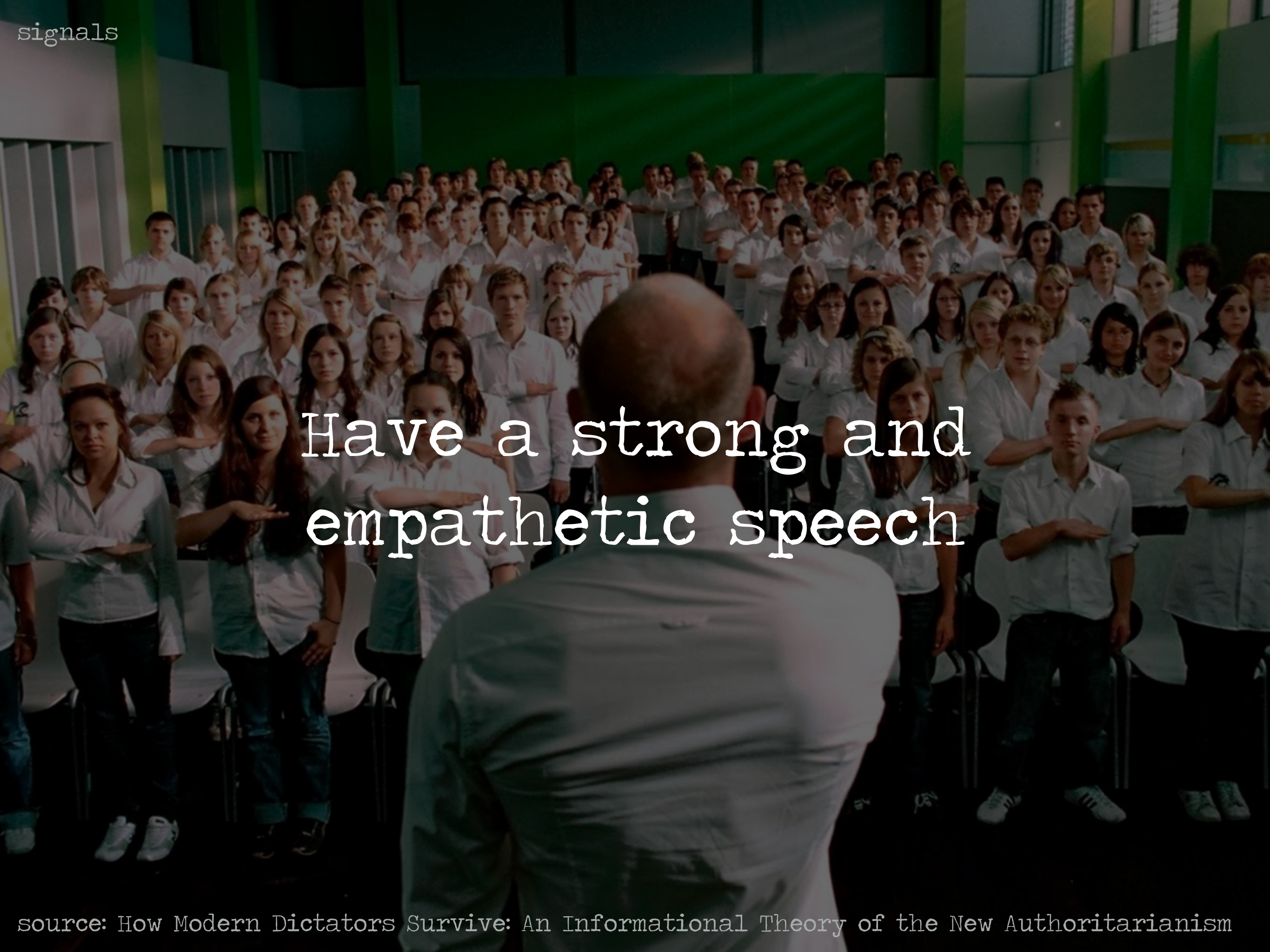
The information is
manipulated



They use co-optation
or censorship systems



Rely on extreme
nationalism

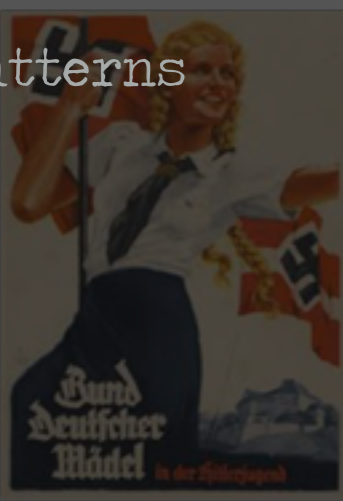
A large group of students, mostly young adults, are seated in a lecture hall or classroom. They are all wearing white shirts. The view is from behind a speaker, whose back is to the camera. The students are looking towards the front of the room. The text "Have a strong and empathetic speech" is overlaid in the center of the image.

Have a strong and
empathetic speech



The change always
starts inside out

patterns



patterns

Germany



North Korea



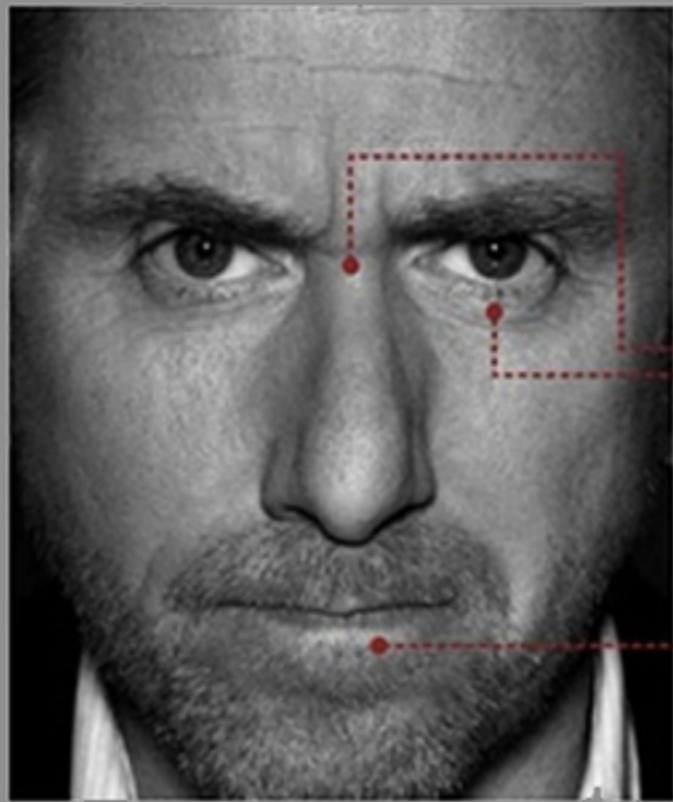
Venezuela



Cuba








anger

- ① eyebrows down and together
- ② eyes glare
- ③ narrowing of the lips

And now it may get even a
new adopter - which worsens
Cuba's current situation..



Used racism to rise to power.

Proposed mass deportations.

Proposed to make their countries great again.

Blames foreigners for local problems.

Anti minorities

Extreme nationalism

People had to be
creative in the way
they communicate



Art



Writing on prison walls



Mail pigeons

A glass bottle filled with seashells lies on a sandy beach at dusk. The bottle is the central focus, with its opening towards the viewer. The shells inside are various colors, including white, tan, and brown. The beach is wet, reflecting the ambient light. In the background, the ocean waves gently wash onto the shore, and a dark, forested hillside rises under a twilight sky. The overall mood is serene and contemplative.

Messages in bottles

Now, the scenery has
changed...



There's internet!

trend



People huddle in front of the Habana Libre hotel in Havana, trying to get on the Internet.

Carrie Kahn/NPR

source: <http://cnnespanol.cnn.com/category/cuba/>

MAR 21, 2016 @ 03:13 PM 2,609 VIEWS

Google Wants To Improve Internet Access In Cuba, But Talks Are In 'Early Stages'



Miguel Helft, FORBES STAFF

I write about tech and lead the Forbes tech team in San Francisco [FULL BIO](#)



Elio Hector Lopez helps put together El Paquete Semanal, a sort of Internet-in-a-box delivered weekly to Cubans. Google wants now wants to bring Internet access to the island. Credit: Miguel Helft

Government's strategy
to reach people



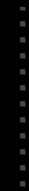
Creative solutions



Digital reaching Cuba

ENGAGEMENT

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Case studies and trend research



Case studies of social
political viral topics

Boston

We Will
Finish The Race
The marathon was over
but the fight was not



Geographic surprise

A close-up portrait of a young girl with light-colored eyes, wearing a red headscarf. The background is a solid green color. The text "Visual impact" is overlaid in white, monospace-style font across the center of the image.

Visual impact

Media bias



MAPAMUNDI TRÁGICO

QUÉ TAN TERRIBLE ES PARA EL MUNDO QUE UNA TRAGEDIA OCURRA EN...



- ¡QUÉ GRAN TRAGEDIA!
- AY NO, QUÉ TRISTE
- BUENO, ASÍ ES LA VIDA
- UN MOMENTO, ¿ESE PAÍS EXISTE?
- MÑEH

Identification



A black and white photograph of a woman in a white, long-sleeved, belted dress looking into an oval mirror. The mirror reflects her face and upper body. The text "Look good on social media" is overlaid in a white, typewriter-style font across the center of the image.

Look good on social media



Peace and hope
messages



Main findings:

1. Totalitarian regimes tend to repeat same patterns in order to control the society
2. People always find a way to communicate and to access information
3. Digital (on / offline) is the best channel to communicate with cubans
4. Use the power of images to connect - break Cuba's "status quo"

Next Step:

Start development of ideas for the messages

Thanks!

