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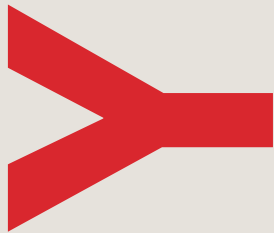


Wanderlust Hollywood



X-ercising Merges With Social Life

The aptly dubbed “health sprawl” situates wellness into every aspect of our lives. Fitness clubs become gathering places or communities where food, meditation, exercise and education find a hub. Working out, whatever the intensity, has the potential to be the new Happy Hour, Client Outing and Team Building Exercise.



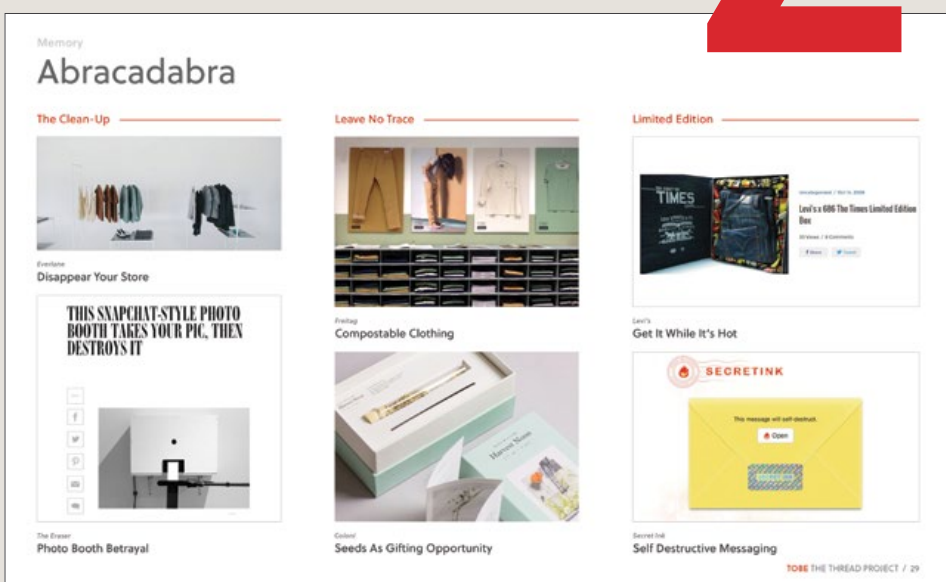
TOBE Report, Brandscript

Your HR Department, Brought To You By Social Media

How you find and keep talent has new metrics. Prospecting is done over Instagram, satisfied employees are actively interviewing thanks to LinkedIn and social media follower count becomes a viable tiebreaker for otherwise equally qualified candidates.



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TOBE Conversation, The Thread Project

Zero Waste

Conscientious gives way to a zero-sum sentimentality re: our resources and their life cycle. Food gets used and reused, clothing goes on to be composted and long-life products promote a more respectful lifestyle.

...Which Brings Us To The Reseller Economy

Watch for this to build momentum as Zero Waste becomes more in vogue. Boomers looking to life-cleanse and Gen X'ers tired of keeping up with the Joneses re-evaluate their value system, a native mindset to Millennials and Z's.