

20/20 VISION

CONSUMER INSIGHT 2013>

Today the world is not linear. We will have to learn how to think like a river, the concept of adaptability. A river is not accidental but has a sense of purpose; flowing, moving and creating a path towards a positive future.

Trend forecast book 20/20 Vision interprets the changes in society and shows how these will influence the preferences and values of people.

20/20 Vision forms the basis for new products and services and an inspirational document full of research, mindsets, ideas, concepts and colours.

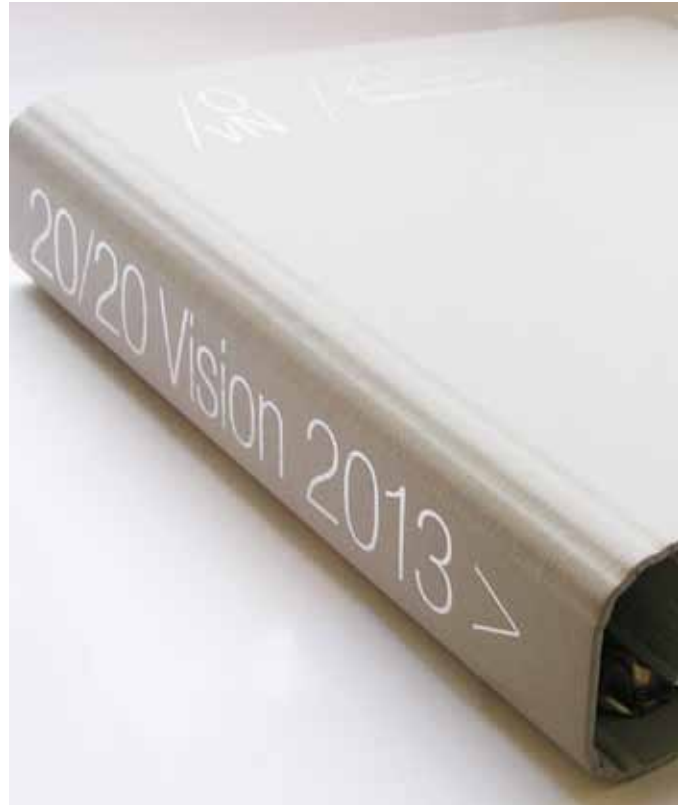
20/20 Vision

- Annual release
- Long term vision
- 238 Pages of consumer insight
- Strategic concepts
- Key future colours

For more information please visit
www.oltmansvanniekerk.nl

Contact details:

Oltmans van Niekerk
Contact: Els van Niekerk
+31 15 2123359
els@oltmansvanniekerk.nl



“We must begin thinking like a river, if we are to leave a legacy of beauty and life for future generations”.