The Next Big Thing!

Marketers are always on the lookout for the next successful and financially lucrative idea or trend.

However, some of these ideas/products turn out to be short term fads – do you remember Tamagotchi? Crocs? Silly Bands? Psy? Rebecca Black? Shutter shades? Bratz dolls? Fidget Spinners? etc

For this first big assignment, individually come up with 8 predictions of what you think will be the next big thing for the mass market – from food, entertainment, celebrity, sports, trends, clothing, toys, actors, musicians etc.

Explain why you think they will be popular in a paragraph for each and include a picture for each. **Less marks if you and the person you are sitting next to choose the same item!!!**

The items you choose cannot be popular presently but perhaps on the rise/bubbling up currently BUT CANNOT be an extension such as PS5 or Iphone12.

Each of the 8 items you choose must be from a different category each – specify each category.

Put pictures and explanations for each on a Word Document and email by the end of class.