

WEARILY

NOW

//2024





NEARLY NEARLY NOW

(A Preface)

The past five years have been an acceleration into a permanent crisis. We put our lives and plans on hold until “things quieted down” or went “back to normal.” We now understand that the ambient volume has been cranked up to 11, and this is the new normal.

The thing to understand about the year ahead is that 2024 will be when things start to make sense again. It might not be the future of flying cars we were promised but we are starting to understand where we are going.

Society and culture are no longer on pause. New narratives are emerging from the ashes of the old ones.

The teams at OneMethod and Faculty of Change have surfaced 10 of the most salient themes to understand. Covering how we make sense of ourselves and the world around us, touching on how we gather and connect, these themes will reflect how change happens in 2024.

FACULTY *of* CHANGE

ONEMETHOD

WHY FORESIGHT?

And what is it?



Strategic foresight is a discipline that organizations use to gather and process information about their future operating environment. This information can include, for example, shifts, trends and new developments in the social, political, environmental, economic, technological environments.

It involves gathering what are called 'weak signals' — early signs of change — and aggregating them into discrete themes that are creating a shift or a change in the operating environment.

We engage in this process to better understand the qualities of the change all around us. We create future scenarios that enable us to

place ourselves, or our business, in multiple possible futures and better understand the different implications; and even test out our strategic responses. The purpose is not to predict the future, but rather to future-proof ourselves in the future by anticipating change.

This report reflects a small part of the Strategic foresight process,

whereby distinct weak signals of change were collected into 'themes' — they reflect many cultural shifts at play and the implications across a multitude of industries.

These themes are to be used as a way to understand the properties of change and the possible implications for your business and operating environment.

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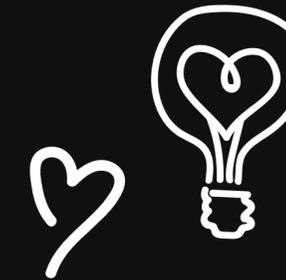
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FACULTY *of* CHANGE

Faculty of Change works with leaders of experienced companies to realize new sources of growth. From luxury hospitality and wealth management to retail and grocery, they have helped the world's greatest firms reinvent their relevance, redeploy their experience, and lead their markets and industries into the future.



ONE METHOD

OneMethod is a creative agency that deviates by design. They focus on brand design, CX design, venture design, and advertising (which they sometimes call comms design, you know, for consistency). They're best known for creating La Carnita and Sweet Jesus, designing the Kit Kat Chocolatory and the Scotiabank Arena branding, and being part of Tadiem, a framework for forward thinking companies that includes Bensimon Byrne, Narrative, Folk, and HiFi.

HELLO

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AT WAR

W/

ENSURE-



Fighting the
algorithm

01

TIFICATION



“Download the Uber driver app to skip surge pricing.”

- The Penny Hoarder Blog

AT WAR W/ ENSHITTIFICATION



from: "Training the algorithm"

to: "Fighting the algorithm"

In January of last year, Toronto-born author and journalist Corey Doctorow introduced the world to the word and idea of [enshittification](#). And in January of this year, the American Dialect Society named it [the Word of the Year for 2023](#). But before we get into how an

already trending term landed on our list of shifts to come, let's take a quick look at that term for all those who may not follow Doctorow's blog or the ADS. The term was originally used to describe how platforms purposefully and predictably become worse, and

eventually meet their doom. Doctorow writes: "Here is how platforms die: first, they are good to their users; then they abuse their users to make things better for their business customers; finally, they abuse those business customers to claw back all the value

for themselves. Then, they die. I call this enshittification". The original blog post (or the reproduction in Wired) is worth the read, but of course here we're concerned with what comes next.

2023 WORD OF THE YEAR IS ENSHITTIFICATION

- The American Dialect Society



In last year's *Nearly Now*, we predicted people would be training their algorithms to show them more of the stuff they want, *which happened btw*. But moving forward, as enshittification gains even more awareness (*which is happening fwiw*), people will shift to start fighting their algorithms. A quick click through *r/uberdrivers* reveals over three hundred thousand global

drivers discussing things like *how the algorithms work and the best ways to manipulate or trick them*. On the passenger side, we have *blog posts detailing how non-drivers can download the driver app as a method to skip surge pricing*. These signals suggest the training is indeed over, and the war has begun.



YOU'LL TRY TO TRICK YOUR ALGO

With that war comes our prediction that this year you'll try to trick your algorithm.

WHAT ARE WE ASKING?

Beyond downloading that Uber driver app the next time you go to a big concert – are that people's feelings towards their feeds and platforms will evolve. This is something brands will need to be mindful of if they are riding the waves of said algos (and what brand isn't?), but also may lead to a movement toward more local and co-op platform options, which just might be a light at the end of the enshittification tunnel.

THE END

02

OF

Being okay
with normal

SELF HELP

THE END OF SELF-HELP

from: "Helping yourself"

to: "Helping others"

Self-help as an industry has evolved from books and cassette tapes on 'how to quit smoking for good' in the 80s to promising to help you evolve into the best, most successful, real estate agent, or athletic influencer.

Improving a skill, getting rid of a bad habit, or making new good ones is no longer good enough. Instead we have been herded **toward perfectionism.**

HOW TO QUIT ~~SMOKING~~ TIKTOK FOR GOOD

Individuals like Tony Robbins, Tim Ferris, Andrew Huberman and others of their ilk are visions of perfection. They promote their uniquely designed programs, backed by science, that will optimize the body, organize the mind

and unlock the potential for success. The '[Huberman Husbands](#)' trend reflects some of the most extreme individualized rituals for self-improvement out there.



SELF-HELP HAS GROWN INTO A \$13-BILLION INDUSTRY

- Market Research 2023



Self-improvement and self-help has grown into a **\$13-billion industry** in the US. But this growth belies an unhealthy paradox — to improve yourself and achieve success, you must have full awareness of every moment of your waking (and sleeping) life, an often

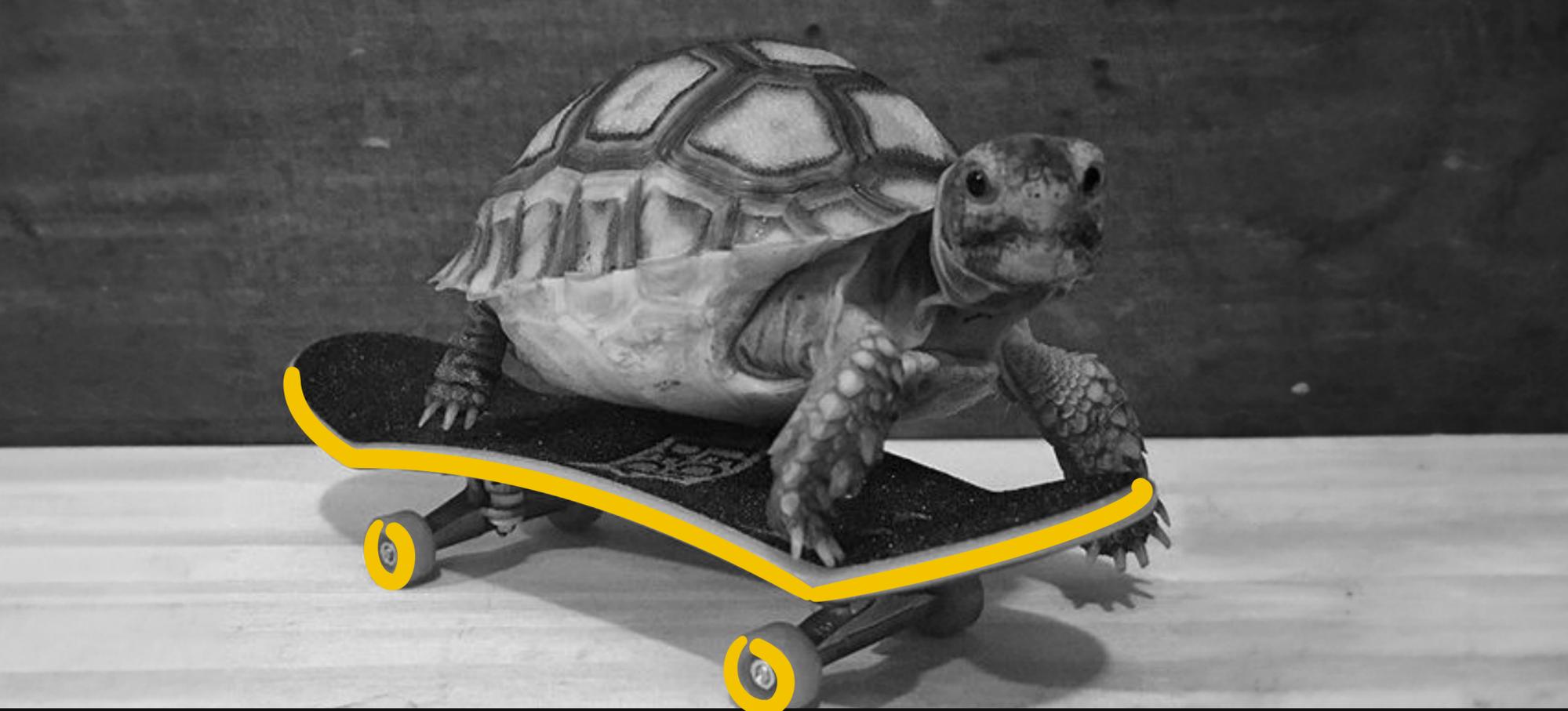
alienating, exhausting, and expensive endeavour. But if you don't engage in these rituals, use these devices, and take these vitamins your transformation and success will be halted.



SELF HELP ISN'T HELPING

Has this industry really helped to clear a path for a better you? Or has it just been feeding societal anxieties? We believe it is the latter. With every increase in pressure to succeed, we

deepen the individual burden for doing so, and lessen our communal responsibility to support it.



CELEBRATE TAKING IT SLOW

When life is hard, precarity is real, and the world is chaotic, breathing deeply is not going to cut it. We predict the future will hold something more akin to the past. Perfection will be rejected and instead we will celebrate being slow, real and imperfect. **The Slow AF Run Club** is a great example of a running community that strives for basic movement, and not improving individual race times.

The zen calm mind will be replaced by an appreciation for well articulated anger and irritation with systemic failures. Self-improvement will give way to communal improvement, with more focus on sharing the burden to make life better. We expect a modernized resurgence in cooperative movements, workers unions, and mutual aid organizations now that people are looking beyond just themselves.

WHAT ARE WE ASKING?

What would it mean for the wellness industry to create products and offerings centred on real societal and communal needs?

NIGHTTIME IS THE RIGHT TIME

03

RHYTHMS

Nighttime is the right time

30%⁺ RAISE IN
UBER
TRAFFIC
AFTER 9PM

- Rachel Wolfe, The Wall Street Journal, August 2023

NATURAL RHYTHMS

from: "Early bird gets the worm"

to: "Night time is the right time"

The diurnal age is over. Social life is getting darker. One of the first global behavioural adaptations to climate change is the shift from day to night. Not all climate adaptations will take the form of sea walls, electric cars or

wind farms. Most of the adaptation will come from us as individuals. Day-to-day life is changing to adapt to the lived experience of it.

THE HEATING PLANET IS CAUSING A RETREAT TO THE DARK



With blackout curtains doubling in popularity year over year, the heating planet is causing a retreat to the dark. 2023 was the hottest year on record and growing by the largest margin.

Being outside in the daytime, in many parts of the world, is unbearable. **Uber traffic is up over 30% after 9 PM** In places like Riyadh, shops now don't even open till after 4PM because there are no shoppers outside when it is 40 degrees.



THE THE FIRST THING TO ADAPT WILL BE US



Umm Suqeim, the Dubai municipality, has designated “**night beaches,**” where swimming is allowed 24 hours a day and spotlights illuminate the water. Ski resorts are moving to a **season pass model** (vs single ticket sales) to protect themselves from unpredictable snow levels. What else

will change? Will the all black wardrobe of the Berlin/NYC artist persist in a world of 35 degree summers?

As people adapt, expect the infrastructure they inhabit to shift. Cafes will remain open later, we will

see the return of 24-hour retail and the growth of the night economy. Also, start looking forward to your next “cool-cation.”

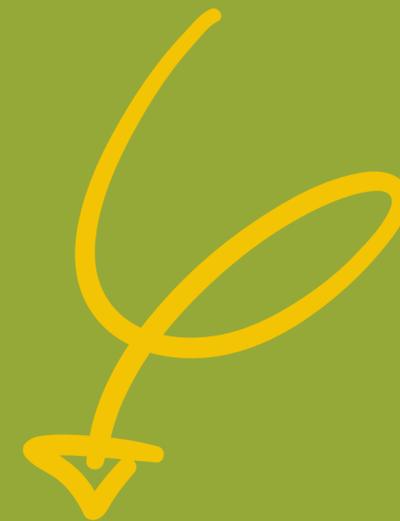
WHAT ARE WE ASKING?

Over the next few years, climate

response is not going to come from the government but from changing consumer behaviours. So much of sustainability is about what you do as a company. How can you support these climate adaptations on the part of individuals?

04

LOSING



Technology
is causing an
identity crisis

OURSELVES

LOSING OURSELVES

from: "Individual/Single"

to: "Dividual/Multiple"

Expressing identity has always been central to how consumers behave. We reflect and create who we are through what we purchase and consume. 2024 will see an evolution of this behaviour as people will start buying as a way to reflect not only one, but many

definitions of who they are and aspire to be.

Our digital interactions have given rise to multiple personal identities — or a shift away from "possessive individualism", as C.B. MacPherson

calls it, and toward "dividual" personal identities as anthropologist Marilyn Strathern puts it. As an increasingly 'dividual society, we are defined more by our relationships and interactions, than our individual selves and possessions. Personal identity is

situational, contextual, and less about one true self. For example, there's no expectation that an influencer is being authentic; it is widely recognized that they're playing a role.

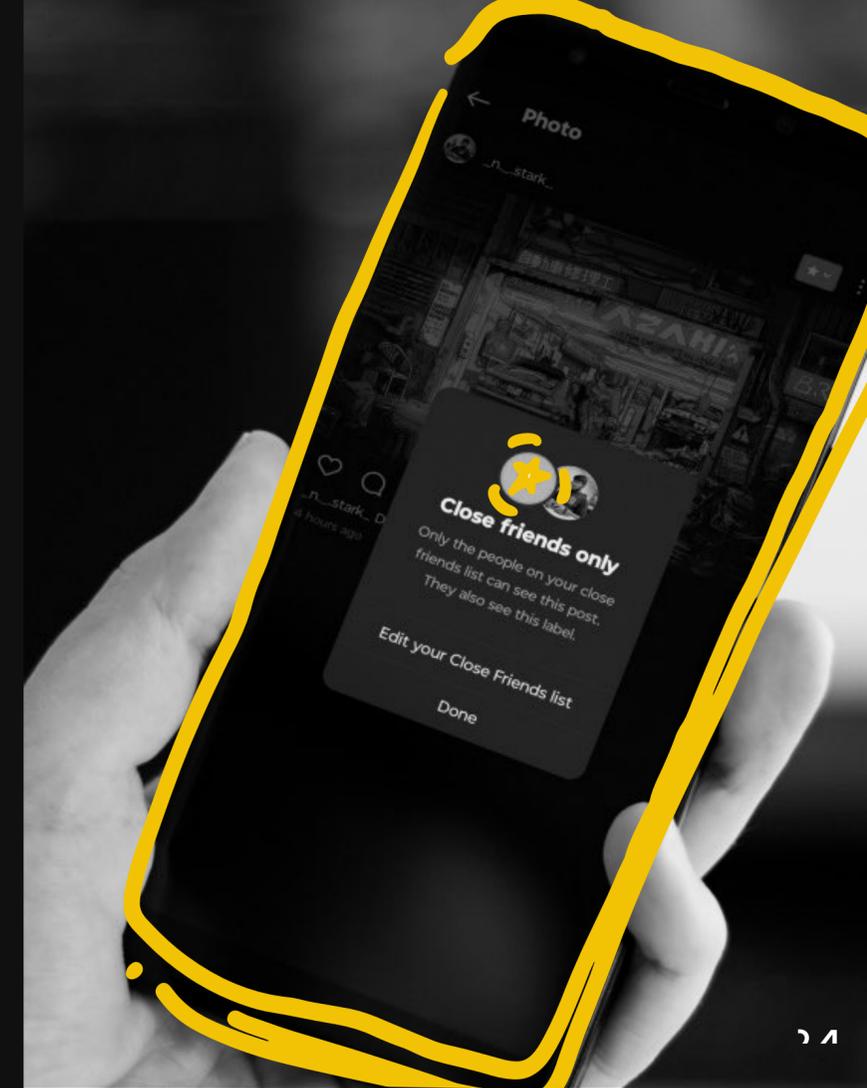
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15-19 year olds use 'close friends'

- *ResearchGate, October 2022*

This kind of behaviour has always been present, but technology has enabled people (consumers) to be in many different contexts throughout the day and has made us more comfortable with having multiple 'dividualities'. A recent study found that 70% of 15-19 year olds use Instagram's 'close friends' feature,

which allows users to target which of their followers see what content as well as curating their identity for distinct and multiple audiences. Similarly, according to a study by [MasterCard](#), 69% of US gen Z and millennials feel more comfortable expressing their true selves in digital spaces than in real life.



PERSONAS
ARE GOING
TO BE
HARDER TO
PIN DOWN,
SORRY
MARKETING



This shift calls for a marketing rethink. Traditional industry tools — like customer segments and personas — will falter as commonalities based on demographics (age or gender) or even psychographics (beliefs, interests, lifestyle) lose their analytical and predictive power.

Instead, we will focus on understanding behavioural contexts, relational needs and consumption habits that are interconnected and cut across people's multiple identities.

WHAT ARE WE ASKING?

If singular identity and authenticity matter less, we need to figure out the new reasons why people buy. What are the common tendencies and motivations across your best

customers? Brands have always been focused on ensuring that they show up in the same way regardless of the context. How can brands become more individual and responsive to the context of where they are and who they are with?

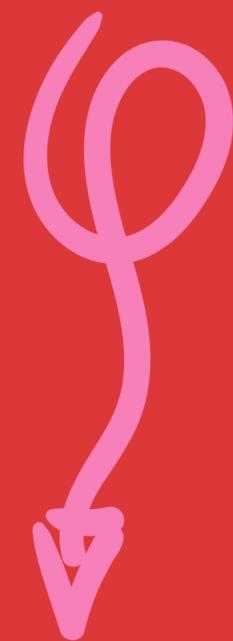


THE SHIFT FROM THE INDIVIDUAL TO THE ‘DIVIDUAL’

SATURDAY

NIGHT

05



DEAD

Thanks to hybrid work,
Sunday is the new Saturday

YOU'LL PARTY
(OR PARTY MORE)
ON SUNDAYS



SATURDAY NIGHT DEAD

from: "A shared sense of what days mean"

to: "Every day of the week can be any day of the week."

For forever, Saturday night has been Saturday night, the day of week for you to do you. To binge that show, or celebrate that thing, or simply enjoy some form of mild mind alteration. What drove this was, as Lionel Ritchie

famously noted, the ease of Sunday morning, something set in motion by religion and cemented by our industrial ways. As those ways shifted toward tech — back in the 90s with modems, etc. — there were [predictions](#)

[from publications like the NYT](#) about the death of the days of the week. But Saturday night somehow stuck around. Until now.

MONDAYS HAVE THE LEAST TRAFFIC

- TomTom Traffic



Covid led to hybrid work and hybrid work led to Monday being a front runner for the most popular WFH day of the week.

We see evidence of this in [Toronto's traffic data](#) and [Sydney's rail usage](#) and the workspace this is being written in right now. The result is **Mondaze**. Younger (and younger-minded) people are going out more on Sunday nights, enjoying the weekday that best facilitates hangovers

and sweatpants and general sluggishness. And the party part of this isn't just anecdotal. In his [Future of Drinks presentation](#), Paul Bolton shared data that Wednesdays, Thursdays, Fridays, and even Saturdays at bars are all losing share to Sunday Funday. And on that note fwiw, #SundayFunday and #Sunday each have double the views on TikTok over #TGIF and #Saturday respectively.

SUNDAYS ARE OUTPERFORMING



W/T/F/S AT BARS

- *The Future of Drinks*

In 2024, you will party (or party more) on Sunday.

WHAT ARE WE ASKING?

The days of the week are finally beginning to erode. As brands or business owners or marketers, the implications are vast. Dayparting and

contextual advertising have never been more accessible and powerful, but without understanding the new days or the new context, what you're saying or when you're saying it may be completely off the mark. Oh, and it also probably means you'll be Zooming with some secretly hungover, camera-off colleagues every Monday.

ABOARD

THE HOBBY

TRAIN

06



Everyone can be an influencer, but will it pay the bills?

ABOARD THE HOBBY TRAIN

from: "Doing it for the \$\$"

to: "Doing it for the ❤️"

Anyone can be an influencer, but will it pay the bills? The creator economy is at a crossroads, with early adopters and fan favourites building platforms that make them bigger than broadcast TV. The promise of

everyone being able to monetize their 15 minutes has largely proven untrue. We were promised an enlightened future where **all of us would have side hustles** that would lead to financial freedom.



AVERAGE ONLYFANS CREATOR CAN'T EVEN AFFORD A RING LIGHT



- *Supercreator, September 2019*

Instead, the gig economy is less lucrative and more precarious than full-time employment. The average OnlyFans creator barely makes enough to pay for the ring lights (\$150USD/month). Platforms like Etsy have shifted from promoting makers

to selling factory made products in the pursuit of profits. Related to "At War with Enshittification" creators are suffering at the hands of the big platforms, grinding out content that meets the platforms goals but not their own.



CREATORS ARE AT A CROSSROADS

We have all learned the hard way that no one wants to buy your crocheted vegetables or upcycled vintage pillows. Art was a form of individual expression that pivoted to commercial expression. My "art" was not how I expressed myself but how I made money. When the money failed to materialize, we are going back to what we love.

The end of the hustle and rise of the good time. If I play with a model train and don't film it, did it really happen? Hobbies are going to return to their core: creative outlets, ways to explore our interests and talents and opportunities to connect with like minded individuals.



I REALLY REALLY JUST WANT TO TUNNEL WITH MY BOYS

WHAT ARE WE ASKING?

Hobbies are more idiosyncratic than chasing mass popularity. They are also more interested in mastery.

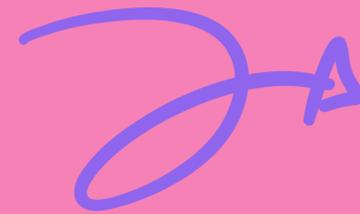
How do we support hobbyists as they journey up the capability ladder? How does sharing and producing content change when it is just for fun?



THE GIRL

07

INSIDE



And that girl
is capitalism

ALL OF US

IN 2024,
GIRLDOM IS
GENDER
AGNOSTIC



THE GIRL INSIDE ALL OF US

from: "Womanhood"

to: "Girldom"

Girls are everywhere and inside all of us. 2023's [girl dinner](#), girl math, hot girl walks and [the mob wife aesthetic](#) replaced 2023's girl boss and continued a conversation sung to us by Taylor Swift. All things girly are accelerating because they both offer

an escape from permacrisis and they lean into every marketer's dream. We are seeing a massive question of agency and identity being served up to us in the form of popular entertainment.

IDENTITY SERVED TO US ON A PINK PLATTER

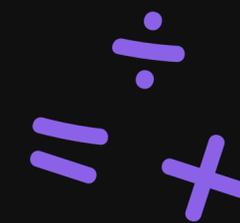
The big They (capitalism) want the girl to be the main character of 2024. In their mind, the girl is a shared narrative of an imagined youth state, where there is no responsibility for the greater fate of the world.

And the 2024 twist — girldom is gender agnostic. Your favourite hockey bro listens to Taylor Swift to get amped and encouraged to spend by the same content being used to promote girliness.



#GIRLMATH HAS 2.9 BILLION VIEWS

In part a response to the world just being too much and partially a marketers dream state, we are entering a conflict to decide who defines girldom, us or them? Expect continued promotion of "girly" without any engagement of the underlying social-cultural issues at play.



3,660 comments

██████████ Spend an extra £20 to avoid paying £5 delivery ✨ Girl Math ✨
6d Reply 52.4K

— View 121 replies

██████████ I made a return so I actually made money. Girl math.
4d Reply 5037

— View 7 replies

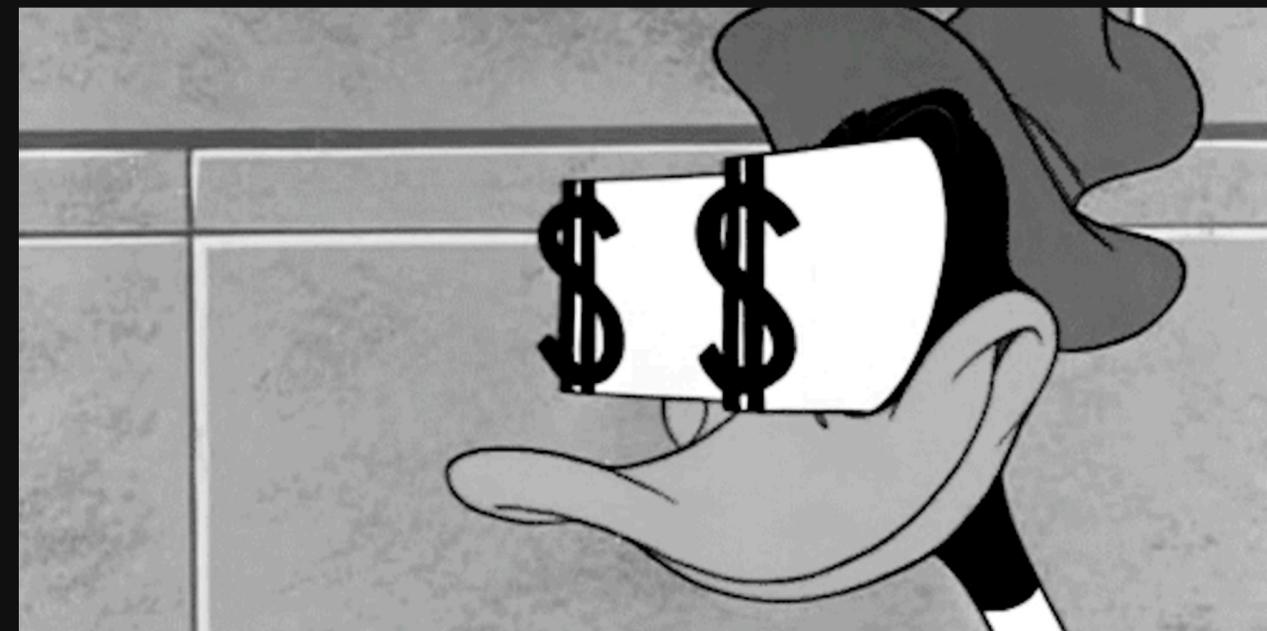
██████████ I would NEVER spend \$500 at Amazon but I will happily spend \$100 5 times 🤪 girl math

CAPITALISM WANTS "THE GIRL" TO BE THE MAIN CHARACTER

WHAT ARE WE ASKING?

Can't we just swig from our Stanley's without engaging over gender politics? Absolutely, but it is important to understand that others may not construe it in such a lighthearted

fashion. The increasing negativity associated with gender is leading to a wholesale rejection of the binaries. Lots of contemporary youth are opting out of the labels and gender coded products and experiences.



NOWHERE

LEFT BUT

OUTSIDE

08

It's too
loud
in here!



THE INTERNET IS
BEING RUINED BY
BLOATED JUNK

- *The Atlantic*

NOWHERE LEFT BUT OUTSIDE

from: "Dark Forests"

to: "Real Forests"

You probably felt it, but in early 2024 the AI Lab of Amazon Web Services was able to prove that a **"shocking amount of the Internet is 'trash.'"** Dark patterns guide our clicks. Highest bidders garner our views. And

innovations such as Generative AI have completely saturated content channels, making standout marketing increasingly difficult. Hootsuite reports a 50% drop in the organic reach of a typical social post from a brand in

2023. With the 2024 U.S. election on the horizon, the noise is only going to increase.

A "SHOCKING" AMOUNT OF THE INTERNET IS MACHINE-TRANSLATED GARBAGE

- AWS AI Lab via Vice

Social media's grip is also loosening. Pew Research Center notes a **steep decline in teen Facebook usage** from 71% in 2014-2015 to 33% today. Instagram and Snapchat are on a similar downturn. As social media

becomes congested, younger audiences seek the tangibility of the real world. While they may not be getting rid of their phones, they will at least be using them more in the real world.



The focus now should be on what GPTs and DMs can't replicate: fresh air and real connections. The move to omnichannel has convinced us that every channel is of equal value, when the truth is that an IRL customer is more valuable. While the majority of customers prefer to shop online, those

that do come into the store are more likely to share the experience or the brand with their peers, have lower rates of product returns, and shop larger basket sizes. Investing in bringing people into your owned IRL spaces will generate significant growth in 2024.



L.L. BEAN PAUSED SOCIAL FOR A MONTH

- L.L. Bean Feel-Good Challenge, May 2023

WE WILL GO OUTSIDE MORE THIS YEAR

Prediction wise, this year you will go outside more, at times doing it as a direct result of dissatisfying digital experiences.

WHAT ARE WE ASKING?

While the internet isn't going away and the 'throw your smartphone in the garbage' movement isn't gaining that

much traction, the shift back to the importance of considered IRL experiences of brands has likely never been more important.



NEW

09

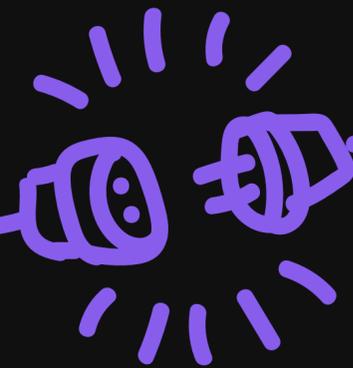


Creating our
own occasions

FOOD

RITUALS

CRAWLING IRL CONNECTIONS



NEW FOOD RITUALS



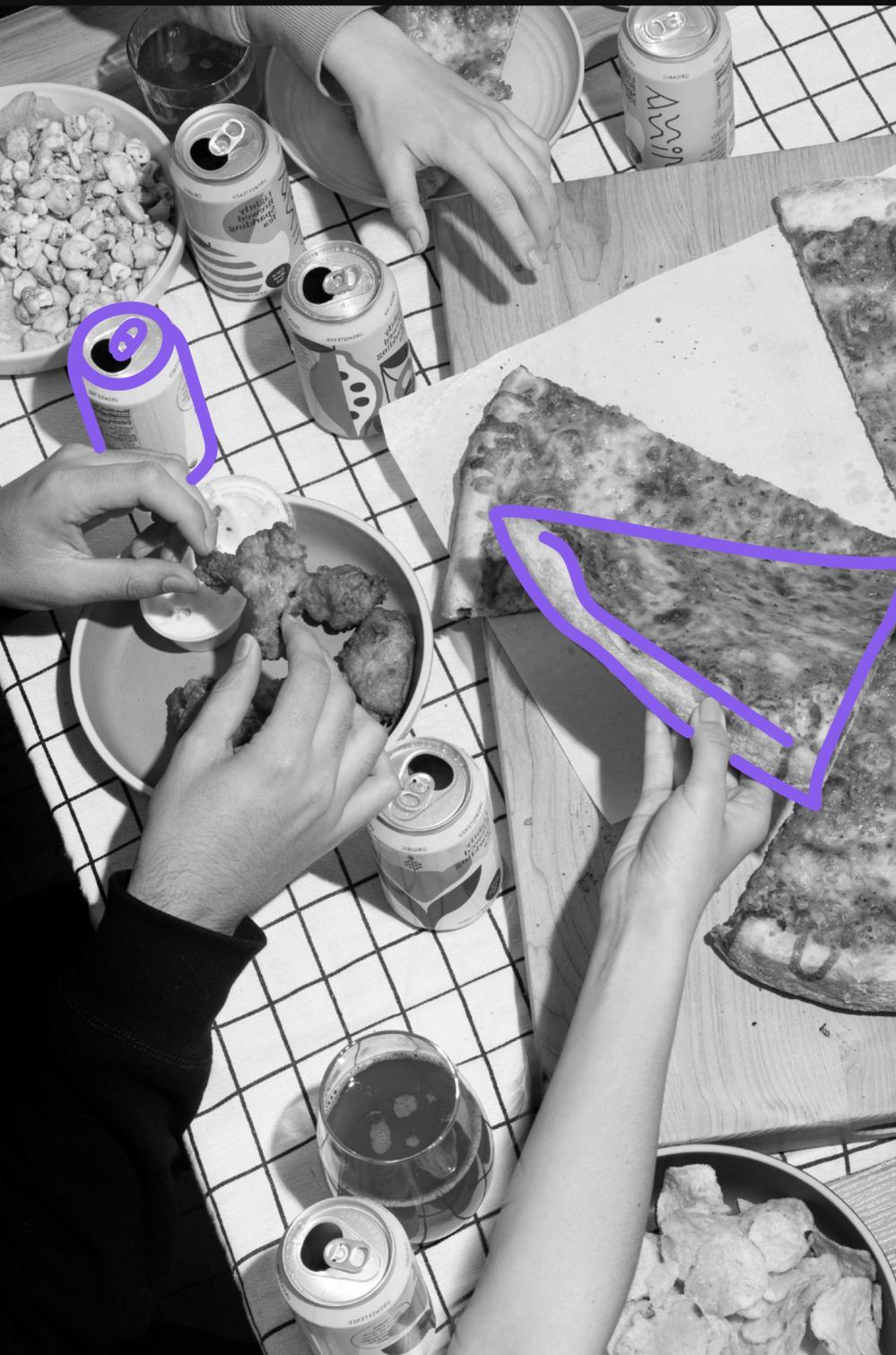
from: "Christmas"

to: "Chrismukah"

This desire for real-life connection to other people and to the world offline is showing up clearly in how consumers are spending. Last year we talked about devirtualization through shared experience and this is an extension of

that. Total grosses for the [top 100 concerts in 2023](#) were up 46% to \$9.17 billion from \$6.28 billion in 2022 (which was already a record-breaking year). Signals for 2024 are showing that this same need for IRL connections around

shared experience will be satisfied by new food-related traditions. That means new forms of creating and sharing foods, across diverse relationships, occasions and desires.



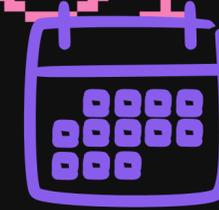
51% OF YOUTH USE FOOD AS A WAY TO CONNECT

- *Vice 2022 youth census*

Traditional food occasions don't reflect diverse friend groups (e.g., the religious overtones of Christmas, the colonial implications of Thanksgiving).

Google data indicates that interest in Friendsgiving was 4x higher in 2023 than 2019. Tailgating was twice as popular in 2023 than it was in 2020.

TRADITIONAL FOOD OCCASIONS DON'T REFLECT DIVERSE FRIEND GROUPS



Among the drivers of these new traditions are food inflation and the new configuration of family, which is often later in life and increasingly non-nuclear. Big changes are coming not only to what people eat, but why they

eat, who they eat with and how they afford it. The opportunity for retailers isn't just large format packaging; it's providing the building blocks for individuals to create their own occasions.

TAILGATING IS THE NEW CHRISTMAS

WHAT ARE WE ASKING?

What rituals already exist that can be organically amplified? Where else can you tailgate? The goal is to move away from trend driven food events to create enduring methods of connection that can one day rival Thanksgiving.

Expect an etiquette revival as well. With a rise in bad behaviour everywhere, how can we lead with civility?



GEMINDER-

10

ED



From hot flashes
to forever young

LONGEVITY

WHAT MEN 
ARE STARTING
TO FEAR,
 WOMEN ARE
EMBRACING

GENDERED LONGEVITY



from: "Hot Flashes"

to: "Forever Young"

The desires to live healthier or look younger are not new, but what is new is the ways in which this has shifted and is shifting differently among men and women.

Where previously a weathered-looking man was considered aging with dignity and a symbol of masculinity, the image of a silver fox has been replaced with taut and toned tech

executive-types, who boast a biological age of 38. Whereas for women, this has shifted more slowly. Whether you are a woman from the Bond's Cold Cream era or the medspa

injectables era, the message about aging has remained the same: don't.

END OF THE SILVER FOX ERA SORRY LADIES



The discourse dominating longevity has centred primarily on three aspects: aesthetics, wellness, and biotechnology (focused on the science of biological reprogramming). Women are still the typical target of the first and second, while men have been welcomed into the

distinctly macho and nature-dominating world of “biohacking.” Interventions like **testosterone replacement therapies** (TRT, including “T parties”) and specific diet and exercise regimes promise boosts to virility, muscle definition, and ultimately longevity.

BEZOS IS INVESTING IN THE FOUNTAIN OF YOUTH

On biotech, [Jeff Bezos](#), [Larry Ellison](#), and other titans of tech have recently invested billions into startups working to reverse aging at the cellular level.

Ellison





AFTER ALL, WOMEN LIVE LONGER. C'EST LA VIE!

The year 2024 puts us at the precipice of The Great Longevity Swap, where the fear of aging will start to disproportionately affect men. Longevity will move from fringe rituals touted by men of privilege to the mainstream, and create new masculine-coded

pressures to conform to the aesthetics, culture and science of youthfulness. Conversely, we will start to see women accepting age en masse. More acceptance of laugh lines and open discourse around **menopause** and pelvic floor disorders will usher in

therapies for aging women which have previously been ignored.

WHAT ARE WE ASKING?

How we understand health, wellness and preventive care has typically been dominated by

traditional gendered norms and biologies. Will this shift open us to new perspectives and how will different industries adapt to a change in cultural values?

RECAP



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