

URL: <https://stvp.stanford.edu/clips/seeing-beyond-biases>

Tina Wells, founder and CEO of Buzz Marketing Group, discusses the importance of keeping a completely open mind when spotting consumer trends. She describes how businesses sometimes have preconceived notions that get in the way of observing, learning and interpreting what people really want.



## Transcript

I don't think that trends come from just one place or just one person, because at the end of the day my clients want volume and so we're right now creating something called the Millennial brand index where we're ranking brands in many different categories.. And I'm talking to someone who is going to be part of a judging panel for this project and she said to me you're talking about all these companies that are really interesting.. Of course the ones that I like, like Warby Parker - I love Warby Parker.. She said what I want to know is if the girl in Kansas loves Warby Parker.. And I think that is a great question because we sometimes can become a little obsessed with what's happening on the Coast and we don't realize it's a huge company - a company - huge country with so many different opinions and so I try to not let one idea dictate when I think something is cool.. And I also don't think that I had the answers.. I think you find a lot of people, I don't know if you guys experience this, I see it a lot in business where it's like because I have a child who is 12, I understand all 12 year-olds or I know Millennials, my child is a Millennial.. And what I - I always take the approach is that I don't know anything and that I think everyday something is changing and everyday I'm getting new access to new research and information, and so I always try to approach it from I'm just here to learn and to observe and to interpret and I don't really have an end goal from it.. I just want to know what's interesting.. And so, I think you have to kind of do the work I do, just be very open to learning something new and not - I think the most important thing is to not go into it, any assignment for me, with any pre-conceived notion..

And sometimes I think that's hard with my clients because they sometimes arrive at the end and then want me to justify it.. And so that's sometimes creates a dilemma I think..