



spark[®]
IGNITES CREATIVITY
INSPIRES SENSES

MEET OUR GLOBAL SPARK TRENDS

This year, our Spark trend platform has been reconstructed to take a longer term view identifying five key consumer macro trends that we see being foundational for today and the future. The macro trends that were collectively identified by our global marketing teams represent the core behavioral values that are present in all humans.

Bell's global Spark trends touch on all areas from overall wellness to reward and indulgence. They focus on paying it forward to mother earth and the ways consumers have engaged with each other in the new virtual environment we've all had to endure. Finally, the platform speaks to a state of escapism where we are seeing new ways flavors, fragrances and botanicals are being used by consumers to experience the exotic and the familiar from their own homes.



FINDING SILVER LININGS

Treat Ourselves With Delight



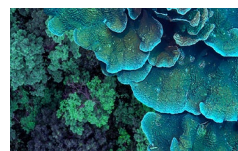
WELL BALANCED

A New Lense Of Optimal Holistic Health



ESCAPISM

New Realities Through The Senses



GLOBAL CONSCIOUSNESS

Pay It Forward To Mother Earth



TOGETHER APART

New Concepts Of Togetherness