



TREND MONITOR®
FORECAST 2019-20

DARK!

SMOKY TIMES

February 5th, 2019

TM[®] METHODOLOGY

MONITORING	COUNTRIES	SOURCES	MARKETS
	ITALY UK FRANCE SPAIN GERMANY INDIA CHINA JAPAN USA RUSSIA BRAZIL TURKEY	PRESS WEB COOL HUNTER NETWORK FOOD BEVERAGE BODY CARE TECHNOLOGY GAY MOBILITY RETAIL MEDIA MKT HOME FASHION	
	SEMIOTIC ANALYSIS		
	NETNOGRAPHY & BIG DATA		
	IDENTIFICATION AND POSITIONING OF TREND DRIVES		
	AD HOC THEMATIC MONITORING		
	TREND SEGMENTATION BY PLAYERS, MARKETS, COUNTRIES		
DESK & FIELD			
MAPPING			
SCENARIOS			
INTERNATIONAL BENCHMARKING			
ADVANCED SEGMENTS ID.			
AIMS	FOCUS ON EVOLUTIVE TARGETS		
	POSITIONING CONCEPTS/PLATFORMS + INTEGRATION FOR AD HOC RESEARCH + EDUCATION + CONSULTING + WORKSHOPS		



6 PILLARS

CHANGE DRIVERS

FOR

#DARK!

RELEVANT INSIGHTS



1

SELF

2

SOCIETY

3

CULTURAL MODELS

4

POLITICS AND MARKETS

5

ENVIRONMENT

6

VALUES

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**4 FUTURE
SCENARIOS**

8 TRENDS

3. Scenarios



1. TO FACE

BREAVEHEART

IMPUDENCE

SHARP

BEYOND

REBEL

➤ TIME TO DO OUT OF SPITE, NOT TO BE POLITICALLY CORRECT NEITHER POLITE

➤ A DRAMATICALLY ACTED SCENARIO WHERE THE TONE OF HIGH VOICE WILL BECOME SO FREQUENT

➤ WHAT'S MATTER IS GOING TO SHOW SELF-CONFIDENCE, NO MATTER HOW, WHY, WHEN

MARKET TIP:

- ❖ SUITABLE FOR A BRAND OF HIGH STATURE: LUXURY UPPER POSITIONING WILL PERMIT TO TAKE ADVANTAGE FROM THIS EXCITEMENT

2. TO RETREAT

FLOAT

APART

STILL

SILENCE

ASIDE

➤ STAY BESIDES AS A PRIVILEGE : **A CHOICE** OF
NO COMPROMISE

➤ A **SMART SCENARIO** WHERE THE AIM IS TO
DENY AN AXIOGENOUS BACKGROUND

➤ NO LINKS, NO TRACES, NO **INVOLVEMENT**:
LOOKING FOR **INSTRUMENTAL PARTNERSHIPS**

MARKET TIP:

- ❖ SUITABLE FOR A **BRAND** ASSORTED ON A SOLIPSISTIC POSITIONING, TURNED TO **SURF ON THE UPCOMING MAINSTREAM**

3. TO DARE

PRETENCE

PRIDE

NEEDLE

INCITATION

➤ A **GRUDGE MATCH** TO EXCHANGE WEAKNESSES BY **BRAND NEW PERFORMANCES**, RAISING THE OBJECTIVES

➤ A **CHALLENGING SCENARIO** WHERE PROVOCATIONS DON'T GET OFF, LOOKING FOR ALWAYS NEW AUDIENCES

➤ TO PLAY ALWAYS **AT THE DROP OF A HAT**, SO TO EMOTIONALLY CHARGE PROPOSALS ADDRESSED TO **SHOW-OFF -AND -GO-ON**

MARKET TIP:

- ❖ SUITABLE FOR A **BRAND** COMMITTED TO SOLICITATE BY **RED RAGS**, LOOKING FOR A DEEP INCLUSION OF ITS TARGET

4. TO REJECT

PLAY DUMB

CACHE

BLIND

UNAWARE

LOOK AWAY

➤ DRIVEN BY **AVOIDANCE** AND **CLOSURE**:
OPAQUE ATTITUDE IS DOMINANT

➤ A **COLD SCENARIO** CHARACTERIZED BY
DISTANT ACTING, WHERE TO MOVE ON TIPTOES

➤ ABLE TO WALK ON **THE BORDERLINE**,
PROVIDING **ABSOLUTE** VALUES BUT CAPABLE OF
BEING **TURNUED UPSIDE DOWN**

MARKET TIP:

- ❖ SUITABLE FOR A **CONTRARIAN BRAND** AIMED TO ENHANCE ITS POSITION
AGAINST ORDINARY VISIONS AND **EASY GOING FUTURES**



BREAVEHEART

FLOAT

WANT

"to leap in the dark"

"dark & aloomy"

IMPUDENCE

1.
TO FACE

2.
TO RETREAT

APART

LESS

#DARK!

MORE

PRETENCE

3.
TO DARE

4.
TO REJECT

PLAY DUMB

"to see in the dark"

KNOW

"in the dark of night"

PRIDE

CACHE

SHOUTERS

OBSERVERS

WANT

1.

TO FACE

2.

TO RETREAT

LESS

MORE

#DARK!

3.

TO DARE

4.

TO REJECT

KNOW

CHALLENGERS

DENIERS



#DARK!

9

CATEGORIES &

ACTIONABLES

#DARK!
WON'T EVER MEAN *DARK AGES*



AUTOMATION



UBIQUITY



FLUID CONSUMPTION

1. BODY STAND WITH ME

2. MEDIA ZEROING FOR DISRUPTING

3. FOOD IMPOSSIBLE FOODING

4. BEVERAGE DEFLATE STEREOGRAMS

5. FASHION DARK DEEPNESS

6. HOME ADAPTIVITY

7. MOBILITY INTEGRATED NETWORKS

8. RETAIL ECOSYSTEM DATA MANAGEMENT

9. TECH SOCIO-POLITICAL OVERTHROW.



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THANKS!

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Case histories



SOME CASE HISTORIES ADDRESSED WITH THE SUPPORT OF *BABA TRENDS* MONITORING:

- Research of the positioning concept for a new bio milk (**Candia Italia**)
- Research of the positioning concept for a new magazine (**Il Sole 24 Ore**)
- Evolution of Dietorelle packaging (**Carré Noir**)
- Assessment of the relation between communication concept and trend (**H3G**)
- Evolution of digital TV (**Mediaset**)
- Evolution of TV news system (**Mediaset**)
- Evolution of brand positioning (**Pupa**)
- Relation between corporate image and social trend (**Nestlé**)
- Evolution of Breil endorser (**Binda**)
- Potential of the Whitening trend (**P&G**)
- Evolution of food and entertainment (**Cadbury**)
- Re-Positioning (**Geox**)
- Italian trends (**Philip Morris Italy**)

