

CASE [TRENDS]: PHILIP MORRIS



In 2012 Philip Morris Italy requested to baba a deep analysis to focus on Italian society evolutive trends and the organization of a creative workshop to develop strategic platforms for two PM Italy key brands

Research problem

- Evaluation of the “weight” in Italy of global trends
- Implementation with an ad hoc study
- Declination of trends on PMI opportunities

Methodology

- Trends monitoring
- Semiotic and ethnographic analysis
- Trend drives mapping
- Trend workshop
- Positioning concepts/ platforms

Recommendations

- Provide elements of uniqueness, that help consumers establishing their status
- Overall, provide consumers experiences, information, stories they can tell

Innovative trends detection and advocacy for brand development