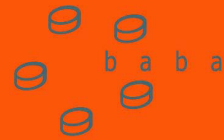
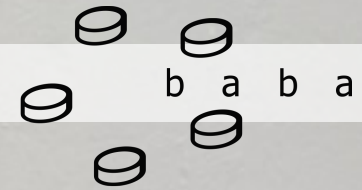


TREND MONITOR®

Scenario analysis and trend monitoring



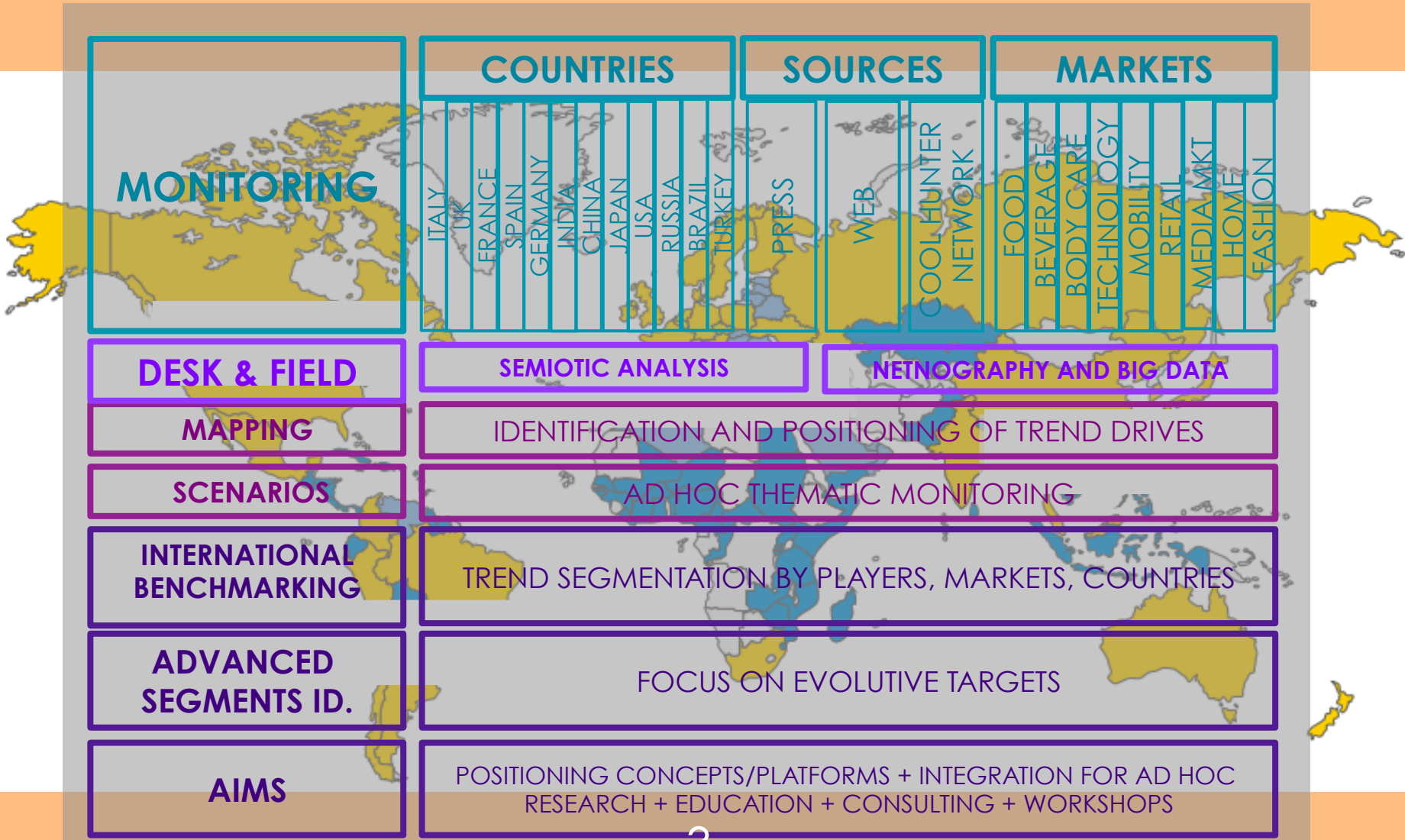
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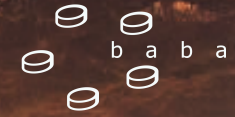
TRENDSPOTTING

- Trends are the **differential elements** that allow to attribute an added value to market phenomena, because of their capability to anticipate changes
- Scenario analysis and ongoing monitoring of trends fully integrate our consulting and market research activities
- **TREND MONITOR®** is the tool baba developed for the strategic monitoring of trends on a international level: it tracks 12 countries and 9 market categories

TREND MONITOR®



da: TREND MONITOR® FORECAST 2017-2018



RULING

SUITING

**SIMULATE
TRANS**

RESHAPING

MASH UP

CONTINUITY

1.

MODIFICATION

2.

TRANSFORMATION

RESISTANCE

INVERSION

INVOLVEMENT

INTERRUPTION

3.

CHANGE

4.

EXTREME

DISCONTINUITY

INFINITY

EXTRAREAL

CYBER

BACKWARD

IMMERSION



Why TM[®]

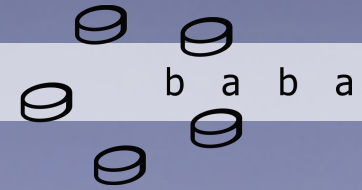
- For **trend forecasting** and the assessment of its life span in a specific market
- To define the **positioning / repositioning** of a brand
- To launch a **new product/** communication concept.
- To identify and analyze **consumers** attitudes and behaviours within a market.



Why TM®

- To **renew or evaluate the need for renewal** of one of the element of a mix
- To monitor the **competitive situation**
- For **thematic scenarios**: by market category, country, topic
- For **workshops** specifically designed on the customer needs
- For **corporate training** on the scenario researches
- For the research consultancy about **trade shows and trade fair**





Methodology

STEP 1

Collection of international information

HOW?

- The collection of emerging signals is carried out offline and online, on a continuous basis (prints, publishing, movies, television, exhibitions, trade shows, websites, blogs, social networks, advertising, etc.), and is flanked by ethnographic raids looking for innovative and unconventional practices
- This phase includes an implementation of the news carried out by baba's cool hunter and local partners all over the world

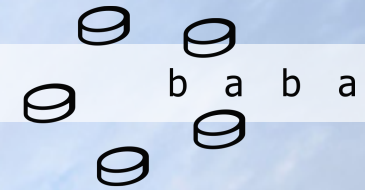
Methodology

STEP 2

Analysis and mapping

HOW?

The analysis is conducted with a semiotic approach implemented by social listening insights: it's intended to lead the information variety to concepts identifying the trends drivers, as well as to organize them on a trend mapping yearly updated, which represents the basis of the scenario reports



Methodology

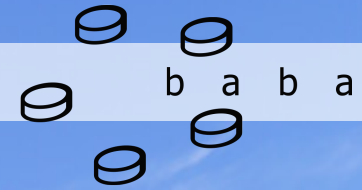
STEP 3

Fieldwork

It enables us to boost the
TREND Monitor® analysis
providing a quali-quantitative
measurement of trends and
their declination concerning
the considered countries and
vertical sectors of economic
activity

HOW?

- Crowdsourcing on the Internet through established social media listening platforms (i.e.: Talkwalker)
- Big data exploration through Roialty social profiling platform and online search tools
- Access and deep drilling to a wide variety of secondary studies and research sources via Internet



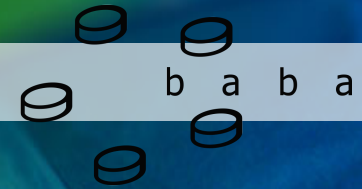
Output

- From the implementation of TREND Monitor® together with tailored extensive surveys based on crowdsourcing and big data, different report formats are developed
- This allows our customers to acquire a survey information according to their individual needs

① Main Report

② Mini Report

③ Ad-hoc Report



1. Main Report

The Main Report presents the **annual scenario** with the mapping of trends and their weight within 12 reference countries

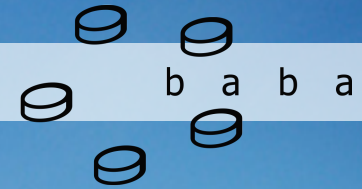
- **Trends identification and mapping (12 countries, 9 market categories)**, supported by several examples and international cases, besides **the main findings of extensive surveys**
- **Report** file enriched thanks to audio and video contents to support the user in his/her marketing activity

2. *Mini Report*

The Mini Report is module-based and offers an interpretative analysis specifically and exclusively focused on a selected area of interest

In order to integrate the interpretative analysis, the customer is provided with the **main findings of extensive ad hoc surveys** for each of the considered countries or industries

The choice of the different countries/ industries (which ones and how many) is possible within the 12 countries/9 industries currently monitored by baba but also on demand



3. *Tailored Report*

Tailored analysis based on: client's needs, the marketing and communication objectives, the target specifications, the categories of interest

- The contribution provided by the **qual-quantitative** analysis - from the scouting of the **emergent phenomena** to the concept identification **is furtherly implemented** (by brand, countries, focalizations)
- It is possible to integrate additional field activities through an **offline or online ethnographic and/or extensive approach**

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**)



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