



# baba

*brand's future anticipation*

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[www.babaconsulting.com](http://www.babaconsulting.com)

# WHAT DOES ANTICIPATION STANDS FOR?

## *Detecting the pathways*

- At baba, **anticipation** is intended as:
  - ✓ The **seizing** of the **present time** in the flow of a constant **transformation**
  - ✓ The **understanding** of an **on-going** process of **change** that is possibly **likely** to **emerge**

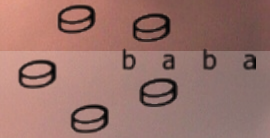


# WHY FOCUSING ON ANTICIPATION?

## *Setting the brand's goals*

➤ Especially when **uncertainty** is **permeating** within an increasingly instable context, **anticipation** is a **key lever** for **future proof** brand's achievements:

- ✓ To proactively **stay ahead** of changes
- ✓ To **keep on** deploying and revamping the established **brand's equity** over time





# WHAT DOES ANTICIPATION AIM TO?

*Grasping actionable foresights*

- To outline the span of possible brand's evolutionary directions in the near, mid or long term (compared to its competitive brands set in the market)
- To explore their respective strengths and weaknesses, assessing risks and opportunities
- ✓ To pinpoint the footsteps to be traced on the best way forward according to market intelligence and the target expectations





# HOW TO GET TO ANTICIPATION?

## *Blending the methods boundaries*

- An **inventive cross-method** process – boosted by baba's peculiar **semiotic expertise** – for fertilizing **creative views** and **thoughts**:
  - ✓ **Trends scouting** and innovative products/communication concepts landscaping, enriched through web crawling
  - ✓ **Uncommon research approach**, through quali-quantitative non directive surveying
  - ✓ **Sessions** involving **targeted consumers** and **company's key representatives**



# HOW TO GET TO ANTICIPATION?

## *Narrowing the landscape*

1

- Emerging socio-cultural and product categories trends
- Impact on target lifestyle and habits

1

- Brand competitive setting and respective target definition in the light of the trends

BRAND SCENARIO

ANTICIPATION

BRAND NEXTS

BRAND IMAGERY

3

- Brand evolutionary directions to be promoted or averted
- Brand new platforms design and implementation

2

- Targets symbolic representation of the brand
- Brand prefigured evolution



1

# BRAND SCENARIO

## Objectives

- Which trends are enlivening the current socio-cultural settlement? Which signals and signs (either textual or visual codes) do support and express each trend?
- To what extent do they affect each industry and/or product category? Which are the most innovative concepts / ideas embodying each trend?
- Which are the drives qualifying next market / category evolution?
- Which are the most innovative and emerging targets?
- ✓ How are the brand and its competition positioned faced to each trend and respective targets?







1

# BRAND SCENARIO

## Methodology

- A strategy oriented consultancy approach based on:
  - ✓ Trend Monitor® on-going data collection, covering 12 major markets and 9 vertical industries worldwide (backed by a 16 years tracking record of annual releases)
  - ✓ Web-based (n)ethnographic intelligence, boosted by social media crawling and listening tools
  - ✓ Semiotic interpretation for conceptually framing the scenario and converting evidences into relevant insights



The background of the slide is a composite image. On the left, a kayaker in a red jacket is seen from behind, paddling down a river. The water is turbulent and appears to have glowing orange and yellow streaks, resembling lava or fire falling from the banks. On the right, there is a close-up of dark, jagged rock formations with bright orange and yellow lava-like flows cascading down them. In the top right corner, there are several small, stylized icons of coins or medals, some with the letters 'a' and 'b' next to them.

2

## BRAND IMAGERY

### Objectives

- Which traits do outline brand personality?
- Which symbolic images do better represent the brand?
- Which words better describe the brand?
- Which communication themes do better express the brand at consumer's eyes?



The background of the slide is a photograph of a rugged, rocky canyon landscape at sunset or sunrise, with warm orange and red light illuminating the rock formations. In the top right corner, there is a small semiotic diagram consisting of several circles arranged in a pattern, with the letters 'b', 'a', 'b', and 'a' interspersed among them.

2

## BRAND IMAGERY

### Methodology

- A **quali-quantitative** joined **methodology**, fed by the peculiar **baba's semiotic expertise**, relying upon:
  - ✓ An **unprompted approach** to achieve **self-generated**, genuine **insights** from the targets
  - ✓ A **straightforward, visually enriched questionnaire** to be easily administrated maximising **respondents creative commitment**
- To be **submitted** (and **hosted**) either to:
  - ✓ **Access Panel** respondents
  - ✓ **Ad-hoc communities** recruited **via social media** (e.g.: Facebook, Twitter, Instagram ...) or **social profiling**
  - ✓ **Cost-efficiently sampling** (e.g.: 200 respondents, 100 customers + 100 prospects)





3

## BRAND NEXTS

### Objectives

- ✓ What are the spontaneous expectations as for the brand's evolution? And what about competitive brands?
- ✓ How to define and shape brand's equity and product offering in the light of a few, alternative evolutionary directions?
- ✓ Which directions are likely to be pursued and which are not?
- ✓ What is the different evolutionary platforms ranking of preference?
- ✓ Which suggested opportunities for optimization?



3

## BRAND NEXTS

### Methodology

- An easy-going set of creatively oriented workshops involving:
  - ✓ Elective targets
  - ✓ Company's key representatives
- A 3 workshop sessions minimal configuration is the baseline:
  - ✓ Users (n=1), prospects (n=1), 1 representatives (n=1)
  - ✓ 6-8 participants each
  - ✓ 3 hours duration each





# baba at a glance

BRAZIL  
CHINA  
EMIRATES  
FRANCE  
GERMANY  
JAPAN  
INDIA  
ITALY  
RUSSIA  
SPAIN  
TURKEY  
UK  
US

OFFLINE  
ONLINE  
CRAWLING  
FOCUS  
(N)ETHNO  
WEB LISTENING  
SOCIAL PROFILING

MEDIA  
TECHNOLOGY  
MOBILITY  
RETAIL  
HOME  
HEALTH & BODY  
FOOD  
BEVERAGE  
FASHION

COUNTRIES

SOURCES

MARKETS

1. GENERATE
2. ACTIVATE
3. ANTICIPATE
4. MAXIMIZE





*baba designs and develops qualitative and quantitative market research, and scenario analyses for strategic marketing applications*

*It offers a comprehensive system of research and consulting services that results from an integrated approach with marketing-oriented semiotics and anthropology of consumption; it operates in Italy and abroad via a network of international partners*

*It caters for ongoing monitoring of international trends, ad hoc scenarios, market strategy and research aimed at assessing and positioning products and communication, brand equity, pre/post testing, naming, website evaluation and creation of new concepts*

*Trusted by: Amadori, Alberto Cremona, Alcantara, Alfa Romeo, Allaxia, Alitalia, Altroconsumo, Amadori, Arclinea, Armando Testa, Artsana, Avantgrade, Ballantine's, Barilla, Beiersdorf, Binda, Bolton, Bonduelle, Bormioli, Bottega Verde, British American Tobacco, Bud, Candia Italia, Carré Noir, Chiquita, Citifin, Clergerie, Colombo, Costa Crociere, DeaKids, Deborah Italia, Disaronno, Ebay, Edizioni S. Paolo, EGL, Enel, Entremont, Essenza, Ferrero, Fiat, Frette, Futurebrand, Giò Rossi Associati, Geox, Grey Worldwide, Gruppo Afin, Gruppo Coin, Gruppo Sigma Tau, Hachette, Heineken Italia, Hilti Italia, H3G, IFM, Il Sole 24 Ore, Ikea, Intesa Sanpaolo, La7, Lodigrana, L'Oréal, LG, Lovable, Luxottica, Maico, Manifatture Bianchetti, Mc Kinsey, Mediaset, Metro, Modafil, MTV, Nespresso, Nestlé, Novartis, Oticon, , Panzani, Pasquali, Pernod, Philip Morris, Pirelli RE, Playtex, Peroni, Playstation, Playtex, Pinko, Publicis, Pupa, Rai, Recordati, Renault, Sammontana, Sistema Moda Italia, Spirale Arte, Star, Stock, Telecom, TotalErg, Unicredit, Unilever, Whirlpool, Zambon, Zucchi.*

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