baba

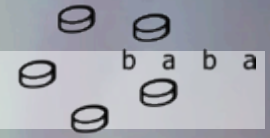## *brand change accelerator*

www.babaconsulting.com

refresh & evolve

A CONSULTANCY FOR BRAND CHANGE

baba is **a global strategic-consultancy** with over fifteen years experience **tracking cultural developments** and **consumer attitudes** for **clients within** and **beyond Europe.**

BECAUSE THE FUTURE IS NOW

We build **future-proof brands** by applying a range of new generation insight tools designed to **anticipate** rapidly shifting **consumer expectations** and **to** bring fresh perspective on the **underlying drivers shaping our world.**

NOT THE WAY YOU IMAGINE

For us **innovation** and **marketing inspiration** is **clarity, visual synthesis** and **brand narrative**: the most effective way to **distill value from insight,** and **transform it into actions** that resonate across new markets and mediums.

by a network strategy

We uncover the **how and why** behind **consumer moods** to help clients **preserve, valourise** and **translate** brand values **into new cultural contexts.**

In collaboration with our international network of analysts and a new generation of research tools, we identify **market synergies** and **distinctions** to **develop global brand stories with regional resonance.**
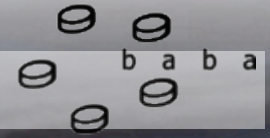
baba

for future-proof brands

We identify **trends assessment and their endurance in a specific category** or **region or target**, to help clients **anticipate evolving consumer expectations** and to stay **ahead of change**.

A mix of semiotics-based approach, web crawling fieldworks and scenario analysis, to identify drivers that indicate **strategic concepts** and **rich opportunities for brand innovation.**

b a b a

with clarity & inspiration

Supported by clearly visualised deliverables, we help clients **transform insight** into **actionable creative routes** for **innovation** and **brand development.**

Our **trend watching** activity is supported by visual concept**s and videos**, by which we develop **scenarios** who can help understanding the challenging trends changes.

We think **infographics synthesis** is the simplest and most direct way to deliver informations and **Instagram collections** are a strong opportunity to collect informations and implement to fieldworks **visual listening** activities.

holistic & innovative drivers

b a b a
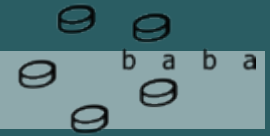
PEOPLE & BRANDS

- Purpose blends of market insights to fit advanced aims
- People and brands meeting off and online through quali-quantitative touchpoints

1.GENERATE

2.ACTIVATE

DIGITAL RESEARCH

- Good data and social profiling
- Social listening and online brand communities
- Single-source research activities: gaming, engaging, bottom up intelligence.

BRAND DEVELOPMENT

- Deep activation to drive innovation labs
- Flexible platforms for brand expression in a continuous dialogue with their chosen recipients
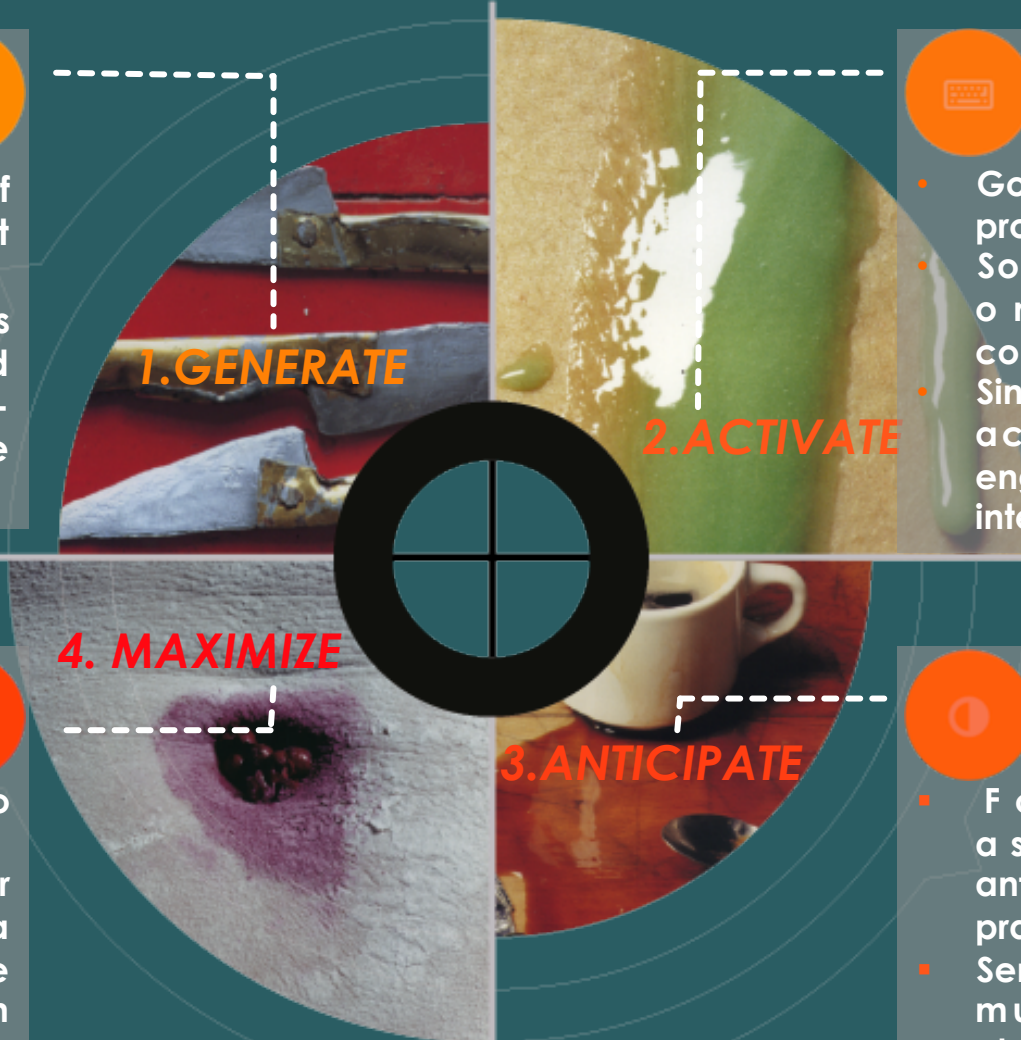
4. MAXIMIZE

3.ANTICIPATE

CULTURE-DRIVEN INNOVATION

- Forecast and assessment of anticipation as a best practice
- Semiotic analysis, for a multi-cultural and changing society

process

modular & integrated

Each study is **fit for purpose**, with client alignment on selected **methodologies best suited and shared**

b a b a

- **Consumer Target Illumination**
- **Cross-method approach**
- **Real life intelligence**

1. GENERATE

2. ACTIVATE

- **Digital storytelling**
- **Web listening**
- **Social profiling**
- **Co-creation**
- **Social network research**

4. MAXIMIZE

3. ANTICIPATE

- **Semiotic Analysis**
- **Cultural Insights**
- **Forecast and scenario analysis**
- **Trend Monitor®**

- **Strategic platforms**
- **NPD**
- **Innovation Workshops**

benefits

active & reactive

Each study is **fit** to solve project objectives and **address brand challenges**.

baba

- Connection
- Quick response
- Saving

1. GENERATE

2. ACTIVATE

- Content providing
- Real time Insight
- Mobile and life-logged research

4. MAXIMIZE

3. ANTICIPATE

- Anticipation
- Cultural awareness
- Change compass

- Brand Guidelines
- Shared purposes
- Endorsed results

COUNTRIES

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

SOURCES

OFFLINE
ONLINE
CRAWLING
FOCUS
ETHNO
WEB LISTENING
SOCIAL

MARKETS

MEDIA
TECHNOLOGY
MOBILITY
RETAIL
HOME
HEALTH & BODY
FOOD
BEVERAGE
FASHION

b a b a

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

1. generate

PEOPLE & BRANDS

Interesting times bring both **challenges** as well as **opportunities** for brands to reinvent fresh approaches to storytelling and keep up with **rapidly shifting paradigms** in culture and technology. By decoding **underlying consumer motivations** and **the visual, verbal,sensorial cues** impacting **brand perception,** we help to understand **whether a brand is** in order to better shape **where it's going next.**

BRAND CHALLENGES

- **Effectiveness testing**
- **Consumer Segmentation**
- **Brand equity**
- **Concept Testing**
- **Market Expansion**
- **Mix analysis**
- **Customer care**

OUR SOLUTIONS

- **On and offline fieldworks**
- **Data Analysis (descriptive, confirmatory, explorative)**
- **Ethnography & Netnography**
- **Cultural Contextualisation & Sense-checking**
- **B2B surveys**
- **Textual analysis**

CASE [POST TEST]: TELECOM

TIM

In 2013 Telecom Italia commissioned baba a large quali/quantitative research to check and deeply analyse new Telecom/Tim commercial communication and synergic ad format in comparison with competition

Research problem

- Understanding and appreciation of the ad campaign

- Sharing of its creative development for new format developments

- Efficacy check and evaluation

Methodology

Quali-quantitative:

- Quali field: 8 focus group

- Quali bulletin board: 2 forum online (users vs. prospects) on 3 days

- Quanti: 1000 20 min long CAPI interviews in 4 cities

Recommendations

- Chiara doesn't appear so credible and she's not appreciated as a testimonial;

- A more playful tone in addition to additional topics about nature-technology interaction would be more interesting

PIF replaces Chiara as testimonial

CASE [PRODUCT]: FIAT
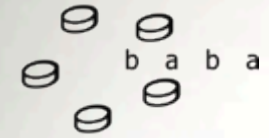
In 2013 Fiat asked baba for a support to launch a new I0 segment (B-SUV) SUV and to evaluate the opportunity to use the Jeep brand for this new car

Research problem

- To understand and to identify the potential target through segmentation

- To pinpoint lifestyle and habits for communication strategy to promote the new car

Methodology

Quali-quantitative covering three major markets: Italy, Germany, France
- 12 Focus Group (4 each market)
- CAWI interviews to Owners and Intenders:
  - It → 300 (200 + 100)
  - De → 180 (100 + 80)
  - Fr → 180 (100 + 80)

Recommendations

- The cluster «Active & Stylish» is identified as potential target for the new model

- The greatest part of the cluster denotes Jeep brand in the new model
- Main features: engines and design

The new model was launched with Jeep brand

2. activate

DIGITAL NETNOGRAPHY & STORYTELLING

We leverage collective intelligence to answer questions about communications efficacy, brand perception, product and target Gamified and social research for consumer-led insight via multi-channel storytelling.

BRAND CHALLENGES

- **Brand Activation and Experiential Branding**
- **Consumer target engagement**
- **Brand reputation and sentiment**
- **Brand communities monitoring**
- **Mobile research**
- **Branded content efficacy**

OUR SOLUTIONS

- **Remote online fieldowrks**
- **Online ad hoc communities**
- **Social & Visual listening**
- **Gamified Research**
- **Web crawling**
- **Netnography, Lifelogging, Safari**
- **Mystery watching**
- **Consumer Co-creation**

CASE [BRAND]: CONTROL

In 2014 Artsana asked baba a research to assess Control web reputation, through a netnographic analysis about how sex is told online and how Control is perceived compared to its main competitor Durex

Research problem

- To understand how sex is told online (expressions & styles)

- To identify main topics, problems and needs as sex is concerned

- To assess how Control is perceive compared to Durex

Methodology

Online qualitative research:
- Crawling on more than 500 thousand blogs and more than 700 among social networks, forums, newsgroups, content sharing and Question&Answering websites
- Social listening
- Visual listening

Recommendations

- Control brand-name is strongly linked to condom as a category (i.e. protection), but very poorly or negatively associated to pleasure

- Durex, on the contrary, boosts an always connected social media and content strategy focus on pleasure

Re-launch and intensification of Control brand generated content level linked to pleasure

CASE [BRAND]: NIKE+

baba

In 2015 baba developed a desk research based on Instagram, analysing the 100 most popular pics all-time with hashtag #nikeplus

Research problem

- To understand brand extension positioning

- To identify values and functions mostly ascribed to the brand in users perception

Methodology

- Collection of most liked 100 #nikeplus pics and creation of a brand positioning map

- Most liked accounts and posts notations analysis

- Analysis of hashtags associated to the #nikeplus hashtag

Recommendations

- Functional features of Nike+ brand are prevalent

- Half of most liked accounts are linked to the brand

- Most frequent hashtags next to #nikeplus are *Running, Run, Nikerunning, Runner*

The brand recalls a shared universe, whose main features are passion and determination

3. anticipate

CULTURE-DRIVEN INNOVATION

We offer **country and category specific trends** assessment, **semiotic analysis** of brand and category discourse, **cultural mapping** and **scenario analysis** to help clients understand how to advance and cross **consumer expectations today and tomorrow**.

BRAND CHALLENGES

- **Brand Stretch**
- **Brand Portfolio Optimisation**
- **Content Innovation**
- **Mix leverages fine tuning**
- **Global Brand Strategy**
- **New concepts**

OUR SOLUTIONS

- **TrendMonitor®**
- **Scenario analysis**
- **Semiotic analysis**
- **Cultural mapping**
- **International bench-marking**
- **Competitive analysis**

CASE [REPOSITIONING]: NESPRESSO

b a b a

In 2011 Nespresso asked baba a research project on the opportunity for the brand to inspire and manage the evolution dynamics

Research problem

- Opportunity for a trend monitoring system

- Relationship between brand and innovation

- Availability of a consulting force to select strategic innovation platforms

Methodology

- Semiotic desk analysis on the evolution of Nespresso brand identity

- On-going observation intended to strategic platforms building for Nespresso evolution

- Workshop with Future Brand and Nespresso to develop the strategic platforms

Recommendations

- The Nespresso mix includes levers that have concerned all quadrants of innovation

- Need to brand renewal according to trends

Brand uniqueness as a suitable asset aligned for the most upgrading and identifying trends

CASE [EQUITY]: GEOX

In 2010 Geox asked baba for support to update Geox's breathing promise, looking for a positioning review (especially about the lack of emotional connotation that was the "price" of techno-functional USP)

Research problem

- Little characterized brand personality, only based on USP

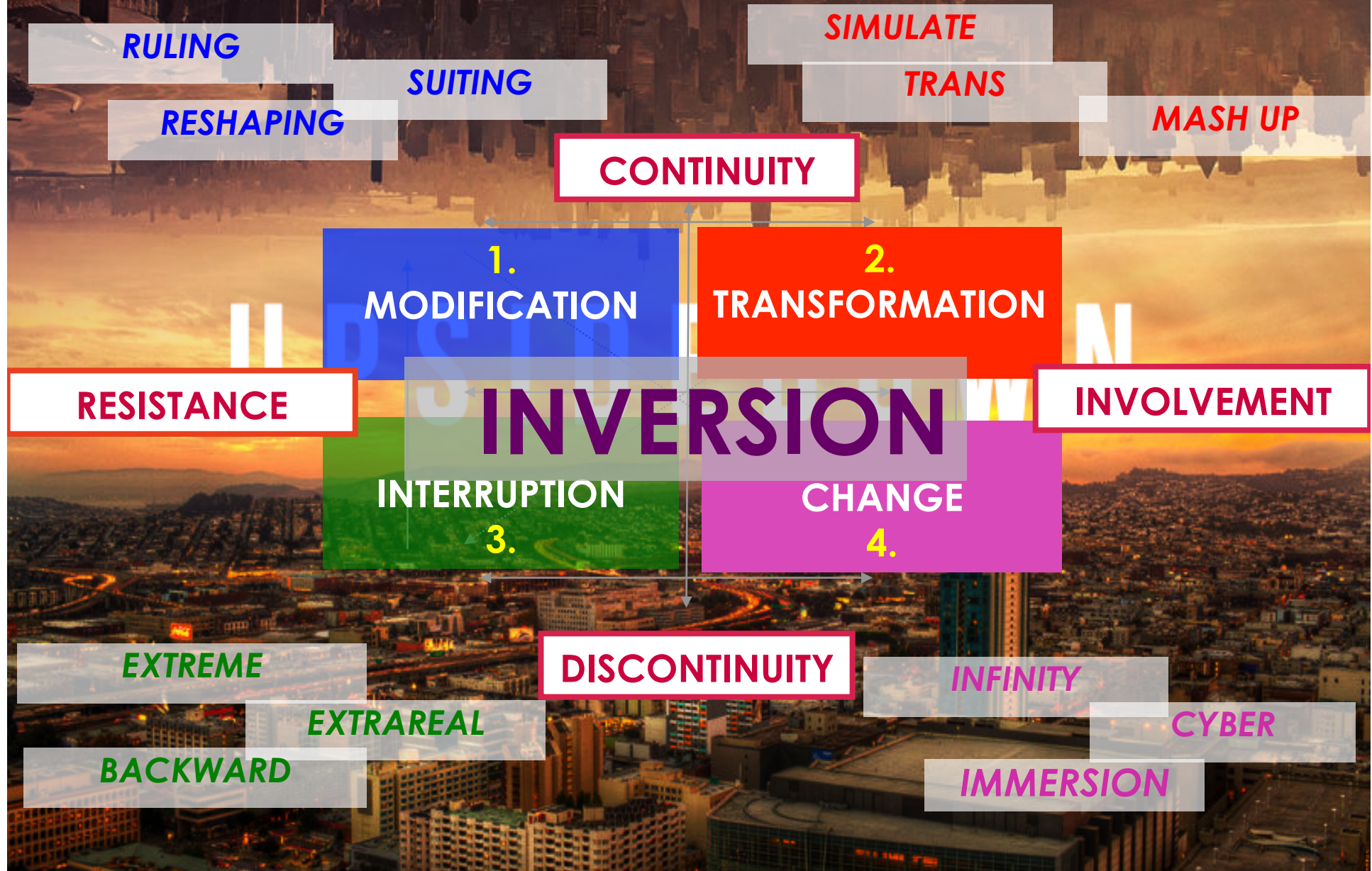- Brand distance from prestige, self promotion and trends areas

Methodology

Semiotic desk analysis to validate:
- Trends dynamics
- Current equity in relationship with juncture, new communication tgts vs user lifestyle and psospect, evolution positioning
- Mix analysis

Recommendation

- "Inspiration system" as a promise of freedom

- New qualification of technicality vs. entrance in the less presided design/lifestyle area
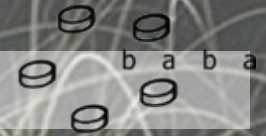
New image set-up
Partnership Geox - Redbull Racing
Launch of Amphibiox

In partnership with roialty *from data to loyalty*

baba

A COUNTRY BASED WORLDWIDE CLUSTERING THROUGH ROIALTY'S ONE TARGET® BIG DATA

Communication targets *vs.* **Social Data profiling**

Twitter/Facebook active users sampling across major countries (N=25-50.000 each)

Clustering via social profiling through Roialty **social profiling** platform

baba
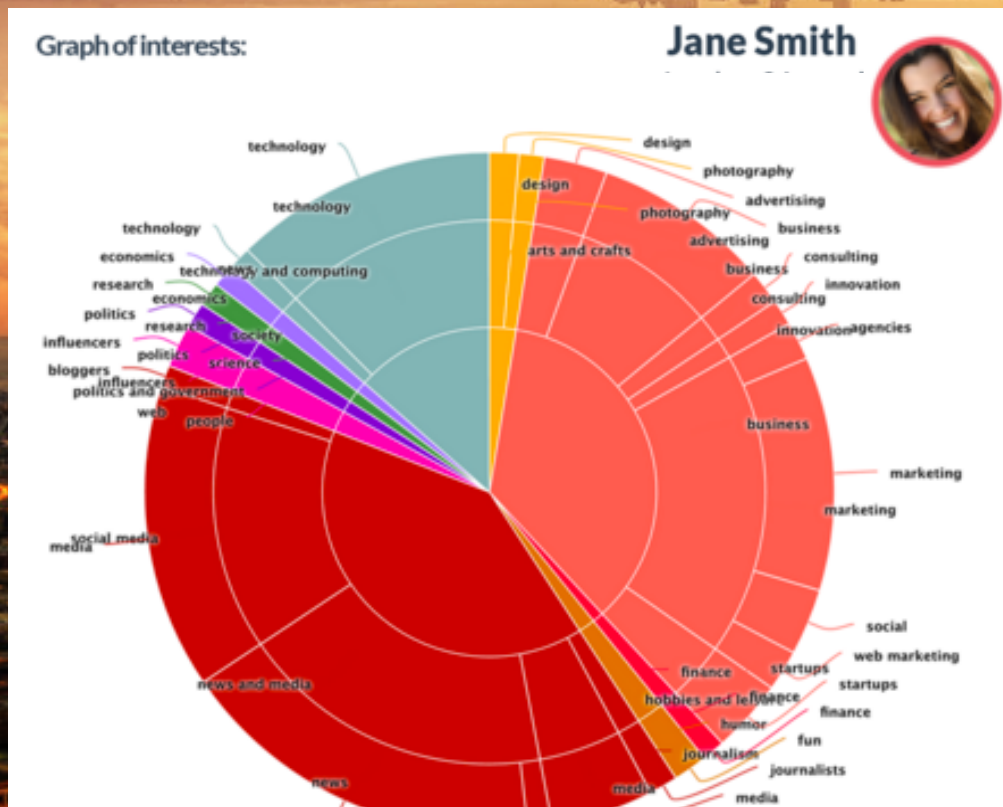
4. maximize

BRAND DEVELOPMENT

We provide **brand activation workshops** as a way to bring **findings to life** for brand and marketing management teams, creative directors, research directors, strategic planners and innovation specialists. We help your team align on **credible routes for brand expression** and **product innovation**.

BRAND CHALLENGES

- **Brand Stretch**
- **Brand Positioning & Expression**
- **Identity Guidelines**
- **NPD**
- **Anticipation scenarios**

OUR SOLUTIONS

- **TrendMonitor® scenarios & labs**
- **Brand Activation Workshops**
- **Concept Development & Testing**
- **Naming**
- **Strategic Consultancy**
- **Anticipation workshops**

CASE [TRENDS]: PHILIP MORRIS
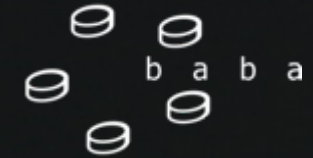
baba

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 etnographic 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 devolopment

CASE [STRATEGY]: BUD

baba

In 2009 Heineken Italy asked baba a qualitative research project to evaluate 2008 Budweiser Communication Platform campaign

Research problem

Methodology

Recommendations

- Evaluation of the new communication strategy
- Evaluation of the media strategy
- Coherence with brand Image
- Evaluation of the new "Quality" Campaign

Qualitative approach:

- 6 focus groups in Milan, Rome, Bari
- Two targets: a (18-24 y.o.) b (25-34 y.o.)

- Strategic workshop

- Implementation of the relationship with consumers

- Evolution of the strategic platform

Re-think & re-establish the integrated image strategy

b a b a

Research products

babanet®

QUALITATIVE RESEARCH COMMUNITY PANEL

www.babaconsulting.com

baba

Semiotic research tools

www.babaconsulting.com

baba

Mobile Research Tools

www.babaconsulting.com

bacting®

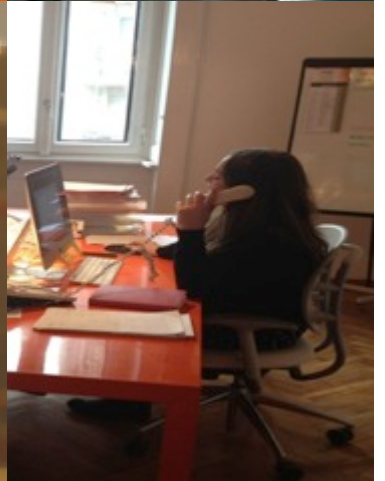gamification & market research
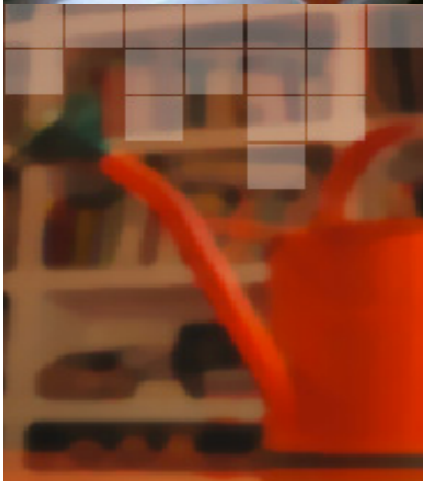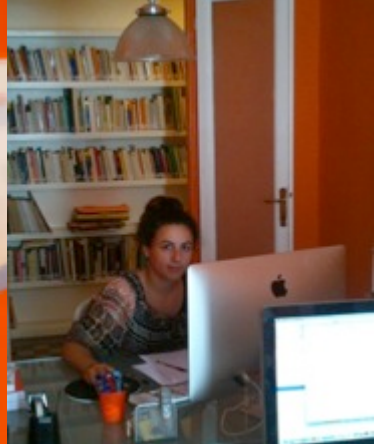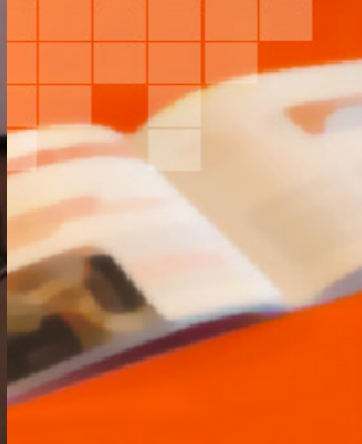research product

babatraining
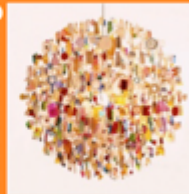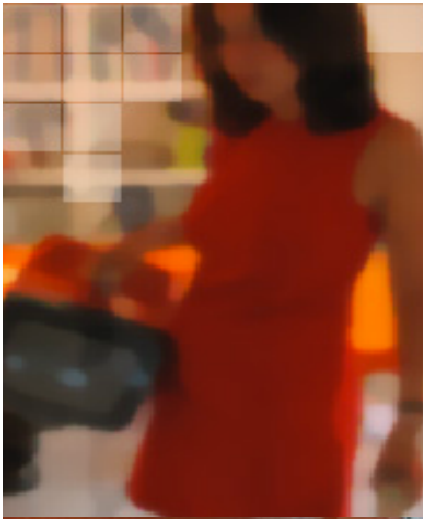
WORKSHOP
Strategic skills for mktg & communication

TREND MONITOR®

Scenario analysis and trend monitoring

www.babaconsulting.com