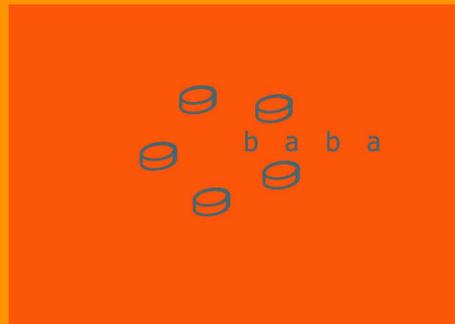


TREND MONITOR®

TM[®]Activities



AD HOC WORKSHOPS ON INNOVATION

TM® Activities



TrendLab

1

bTraining

2

TrendFocus

3

1. Trend Monitor® in the world: TrendLab



TrendLab was born from the desire to export **Trend Monitor® worldwide**, starting from the 12 countries covered by our trends observation

A trend report is going to be presented in each of the countries monitored: its output is a meeting day dedicated to local market with a specific scenario presentation. **TrendLab** is active since 2013

TrendLab is a way to share with our local partners baba expertise on market trends, dealing with an audience composed by entrepreneurs customers/prospects, marketing managers, research managers, strategic planners, with the aim to help to evolve their business in a smart, distinctive and innovative way

1. Trend Monitor® in the world: TrendLab



Here follows the general schedule of our TrendLab day:

- ✓ **11am-1pm: key international trends (by baba): trends** that are going to enliven the international market in the **next 12-18 months** through product and communication concepts, brand ideas and targets
- ✓ **2pm- 3pm: top local trends (by local partner): example and specific declination** of general trends within local reference markets
- ✓ **3pm-4pm: trends app (by baba)** in-depth understanding of how to apply trends, thanks to a special **interactive session “how to apply trends”**, which integrates experiences, tips and practical examples

2. Trend Monitor® and bTraining



bTraining is a **baba** initiative to share the Institute's specialized competences (semiotics, trend monitoring, ethnography, netnography...) in the field of **professional training**; here follows the module dedicated to **trend management**

TREND MONITORING and ANALYSIS

WATCHING: SOURCES SELECTION AND SPOTTING OF TREND DRIVERS

MAPPING: WEIGH AND VISUALIZE THE TRENDS WITHIN THE SCENARIO

STRATEGY: FROM THE SCENARIO TOUCHPOINTS TO THE LEVERS FOR STRATEGIC ACTION

HOW

BRIEF SIMULATION FOR SCENARIO RESEARCH

READING AND ANALYSIS OF THE MAPPING (AMONG THE CASES OF THE INSTITUTE)

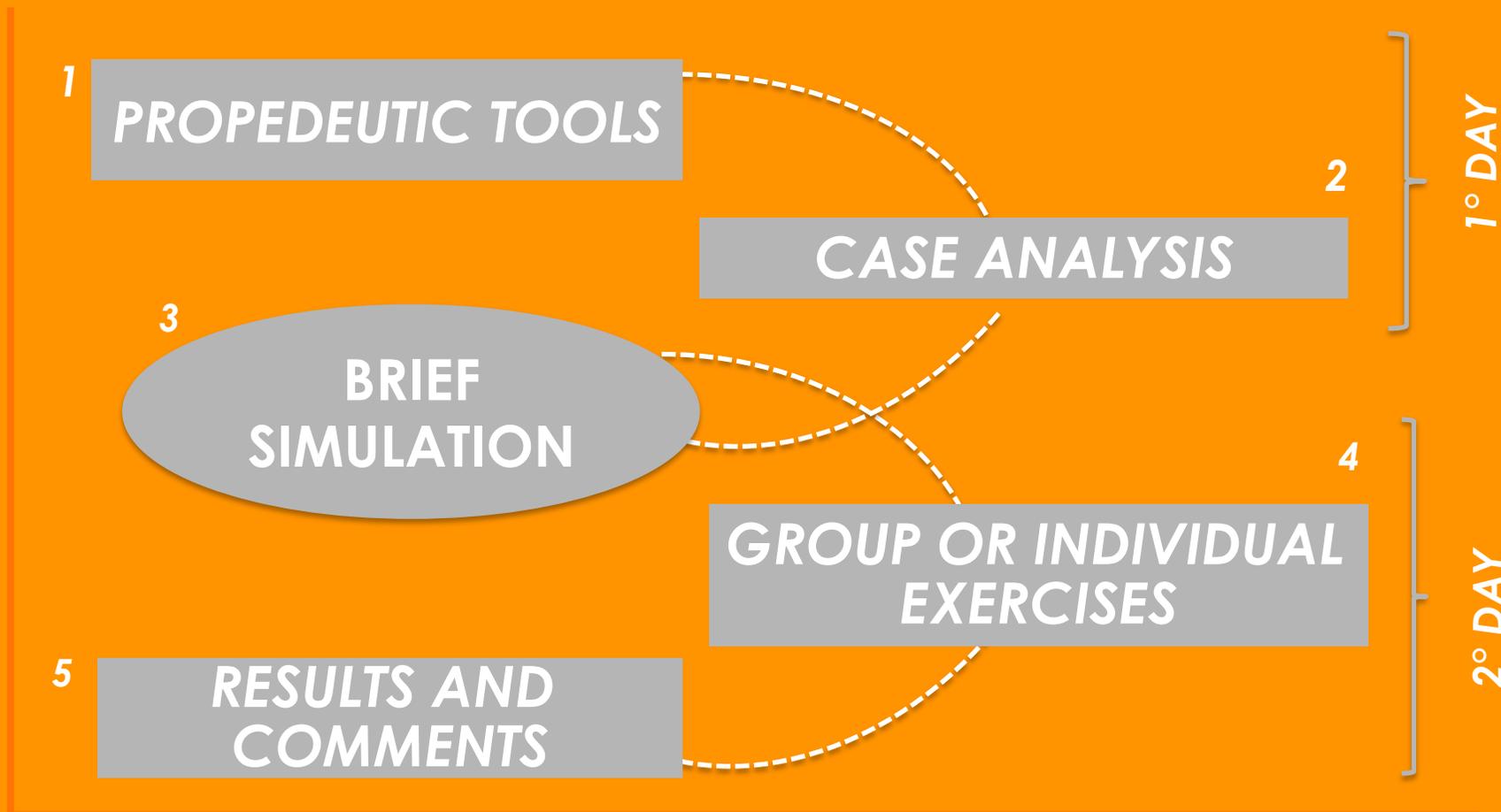
EXERCISES OF CONCEPT GENERATION, FITTING WITH THE BRAND IMAGE

PRACTICE

2. Trend Monitor® and bTraining



PLANNING OF THE TRAINING WORKSHOP:



3. Trend Monitor® - TrendFocus



PURPOSE

baba offers to its customers some **ad hoc workshops** focused on the implementation of the most relevant trend's information emerged from our monitoring and aimed to problem solving, new opportunities identification, brand and product innovation checkpoint

TAILORED TRENDSPOTTING

Trend Focus is designed to fit trend monitoring to brand operational needs in a quick and operational setting

MODALITY

brainstorming between the customer and the baba trend team

TIMING

2/3 hours

3. Trend Monitor® TrendFocus



SPECIFICALLY:

- ✓ Spotting of strategic levers for the development of the brand
- ✓ The brand and the evolving scenario
- ✓ Brand communication and new trends
- ✓ Category macro trends
- ✓ Concept generation
- ✓ Opportunities of evolution following trends

baba

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, Allaxia, Arclinea, Armando Testa, Artsana, Barilla, Lodigrana, Bottega Verde, British American Tobacco, Candialtalia, Carré Noir, Citifin, Clergerie, DeaKids, Deborah Italia, Ebay, Edizioni S.Paolo, ERG, 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, La7, Lovable, Luxottica, Manifatture Bianchetti, Mediaset, Modafil, MTV, Nespresso, Nestlé, Novartis, Panzani, Philip Morris, Pirelli RE, Playtex, Pinko, Publicis, Pupa, Rai, Sistema Moda Italia, Spirale Arte, Telecom, TotalErg, Unicredit, Zambon, Zucchi*

BABA

Ricerche e scenari di mercato

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