

THE REAL TRENDS 2007

Future
LAB concept

The two autumn seminars that complete the cycle **THE REAL TRENDS 2007** will analyse the advertising and retail industries with respect to the new generational targets.

The sociological findings emerged during the first two seminars (April on Aesthetics and July on Consumption) will be applied to business and organisational activities that companies have to face on a daily basis.

The seminars will answer compelling questions on how to reach different generations whose behaviour is affected by rapid technological, societal and economic change.

In particular, we will explore:

The strategies employed to attract very young consumers who become increasingly attached to technology?

How to reach the youth's parents who face an identity crisis as well as their grandparents who instead experience a second youth?

How to individualise the most efficient communication and sale techniques that satisfy the needs of the new targets?

The ways in which it is possible to give value to the power of the web and of the new virtual communities?

How to manage the increasingly strong bond between communication and distribution?

The program, split over two days, will give voice to **important witnesses** of the current market scenario. Senior directors and experts coming from cross market sectors will help to tackle these critical issues providing their views and experience to the audience.

Communication

11th October 2007

The day dedicated to **Communication** will present the profile of the 8 targets: Posh Tweens, Frantic Teens, Expo Teens, Linker Boys, Sense Girls, Mind Builders, Normal Breakers, DeLuxe Guys and Pleasure Growers.

Young & Rubicam's creative director, Mr Aldo Cernuto, will bring relevant case studies and a hint of the successful agency's latest 10 years experience by presenting innovative communication campaigns.

Retailing

22nd November 2007

The Retail seminar will examine the 8 Trends that have shaped the market for the last 10 years: Brand Expression, Unexpected Link, New Basic, New Luxury, Convivial Connection, Proactive Proximity, Club Cultures, Experimental & Archetypical.

The seminar will host 5 case studies of "excellence" that will provide a tangible value to the strategic considerations: the Eataly centre in Turin, the new Agenzia Tu by Unicredit Banca, Coincasa collaboration with new designers, the new projects by Autogrill and Nivea's first temporary store in Milan.

The cycle **THE REAL TRENDS 2007** is held at Teatro Litta, Corso Magenta 24, Milan.

Info: **Future Concept Lab** · Tel. 0229510015
info@futureconceptlab.com · www.futureconceptlab.com



Communication

11th October (ore 9:30 – 17:30)

Program:

- 9:30 - 10:00 **“Music and Voice as Drivers of New Communication Channels”**
Introduction by Francesco Morace followed by the film director Toni Brunetti’s presentation
- 10:00 - 10:30 **Posh Tweens (8-12 year old)**
Young teenagers’ communication strategies
- 10:30 - 11:00 **Expo-Teens (13-19 year old)**
“CoCo syndrome”: teenagers’ unbridled consumption and communication patterns
- 11:00 - 11:30 **Linker Boys (20-25 year old)**
Creative communication, connection and conviviality through new technologies
- 11:30 - 11:45 Coffee Break
- 11:45 - 12:15 **Open forum: “Teenagers’ new challenge”**
By Francesco Morace, Linda Gobbi
and Aldo Cernuto, *Creative Director Young & Rubicam Italia*
- 12:15 - 12:45 **Sense Girls (25-35 year old)**
A feminine world of values that move towards the dimension of the young adults and of the **Unique Sons**
- 12:45 - 13:15 **The question of the “X generation”:**
Young & Rubicam’s selected campaigns
- 13:15 - 14:15 Lunch
- 14:15 - 14:35 **A Broadcaster’s digital metamorphosis: from ubiquity to relevance. The MTV case**
Gian Paolo Tagliavia, *VP Multimedia and DTT - Telecom Italia Media*
- 14:35 - 15:00 **Mind Builders (35-45 year old)**
The escalation of cultural creative people and their communication channels
- 15:00 - 15:25 **Normal Breakers (40-50 year old)**
Alternatives of the new critical communication
- 15:25 - 15:50 **DeLuxe Guys (45-60 year old)**
Luxury communication for baby boomers
- 15:50 - 16:15 **Pleasure Growers (60 year old +)**
Communication for the mature hedonists
- 16:15 - 16:30 Coffee Break
- 16:30 - 17:00 **Genre, Generations and Families**
Young & Rubicam’s vocation for “Familiar & Family” brands
- 17:00 - 17:30 **Self-portrait Performance**
The photographer Cristina Nuñez presents the Self-portrait’s of the workshop’s participants

Retail

22nd November (ore 9:30 – 17:30)

Program:

- 9:30 - 10:00 **The New Architectures and Commercial Venues of retail**
Introduction by Francesco Morace
- 10:00 - 10:20 **Brand Expression**
Between the home brand and the code of the territory
- 10:20 - 10:40 **Unexpected Link**
Between the territory of surprise and the surprise of the territory
- 10:40 - 11:10 **Nivea's first Temporary Store**
By Giuseppe Berardi, *Marketing Director for Beiersdorf Italia*
- 11:10 - 11:30 **Simple Sample**
New Basic between accessible creativity and fast fascination
- 11:30 - 11:45 Coffee Break
- 11:45 - 12:10 **Case Study: New Autogrill's projects**
By Giulio Ceppi, *Total Tool*
- 12:10 - 12:30 **Selective Sensitivities**
New Luxury between creative selections and personal sensitivities
- 12:30 - 13:00 **Coincasa's new project with the national team of young Italian designers**
- 13:00 - 14:00 Lunch
- 14:00 - 14:20 **Convivial Connection**
Between convivial reality and virtual connections
- 14:20 - 14:50 **The Eataly case study**
- 14:50 - 15:10 **Proactive Proximity**
Malls as markets and markets as brands
- 15:10 - 15:30 **Club Cultures**
Clubs become commerce and the commerce becomes club
- 15:30 - 15:45 Coffee Break
- 15:45 - 16:15 **Agenzia Tu by Unicredit Banca: Communication and layout of a new agency's model.**
Sara Pagliuca, *Marketing communications assistant UniCredit Banca*
- 16:15 - 16:45 **Experimental & Archetypical**
consumers as producers and shops as new creative editors
- 16:45 - 17:30 **Strategic conclusions**