

# MashUp

Insights at a  
Glance

*Patterns of Opportunity*



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# PATTERN OF OPPORTUNITY

## ACCELERATION

**Acceleration** as a *Pattern of Opportunity*, which refers to behavioral paradigms based on the idea of **perfection** and **aspiration**.

It aims to intercept the motivations of consumers who have their roots in the **ambition** of wanting to become the **best version of themselves**, or in the marked interest in the pace of development of contemporary technology.



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# TRENDS



## catalyzation

In this phase of deep decadence, individuals attribute to their habits of consumption an amplified beneficial value, which goes beyond the real benefits and contributes to create a concept of well-being extended and emphasized.



## PROSUMERISM

Prosumer is the one who produces some of the goods and services he consumes. The essence of being a prosumer is to prefer the production of goods and services on their own or co-production. In a forecasting context, each person is potentially a producer of media content that can influence areas of interest.



## ARTIFICIAL INTELLIGENCE

Technology as a means of improving the current. Think of data, forecasting and technology as key elements to integrate human components with opportunities and cost-effectiveness.

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## NOSTALGIA

Nostalgia as an existential resource that allows the past to give meaning to the present. The function of the feeling then becomes the protagonist and primary source for each individual to draw on for an emotional and consoling escape.



## YOUTHFULNESS

The redefinition of the categories of population in relation to an increase in the average age of population, greater well-being and a different approach to the generational audience, leads to extend and better explore the concept of independence and exploration.



## NATURALITY

Social-minded consumers look for connections with experiences and products that connect them to bigger and more important things than the particular. The growing necessity of being part of a collective ethic in the field of socially responsible environmental behaviors, creates the need to identify who and what is "real green".

# TRENDS

## PATTERN OF OPPORTUNITY CYCLICALITY

**Cyclicity** as awareness that "history repeats itself".  
Seize the opportunities that develop when you use revisiting to trigger a **sentimental response**.  
This pattern focuses on recurring trends, such as *seasonal trends, generational trends or economic cycles*.



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# PATTERN OF OPPORTUNITY

## REDUCTION

**Reduction** as a model that sees in the philosophy of "*less is more*" its own guide, using exclusion as a tool to refine the most effective parts of an idea.

**Looking at the essentials** to develop targeted ideas with simple and effective design, this is the sense of an approach that believes that slowing down does not mean giving up the level of performance.



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## INSTANT ENTREPRENEURSHIP

The potential given by the opportunities provided by the digital age stimulates people to act by transforming their ideas into something concrete. Individuals rediscover themselves as more enterprising and creative and seek ways to channel this generative vein into concrete business ideas. Intercepting this propensity represents a concrete opportunity for opening up to the new.



## CURATION

Research and attention in the identification of contents that represent in a reasoned and structured way what the spokesperson looks for.

Not what is needed, but what is best for a specific target. Flirting with the propensity of individuals to provide information to avoid unnecessary guesswork, aiming to facilitate targeted choices.



## SIMPLICITY

Recognizing the value and potential of "acting to lower", facilitating a rationalization of information and a return to the essential that helps the individual to detoxify from a constant and, at times, intrusive connectedness.

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## EXPERIENCE

We are in full Experience Economy. Understanding and interpreting the need for individuals to research experiences and the contextual need for creating memories is a key to a deep-seated whole.



## GAMIFICATION

Attention spans are decreasing rapidly, interaction through gamification helps increase contact performance by providing marketing elements of game theory to trigger community reactions.



## TRIBALISM

The democratisation of individuality has led people not to want to be classified according to age, gender or other traditional demographic data. To the classic labels they prefer to belong to extended tribes united by common interests or principles.

# TRENDS

## PATTERN OF OPPORTUNITY

# REDIRECTION

**Redirection** begins in the **expectation** of the **consumer**, reversing the dynamic perspective of the relationship to provide a **completely new** and **unforgettable experience** to the user.

This model flirts with the **most irrational part** of the **human personality**, that is, our emotional capacity, winking at the "*child within us*" and our need for aggregation.



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# PATTERN OF OPPORTUNITY

## CONVERGENCE

Bringing ideas together means channeling the **power** of *multiple ideas* into one.

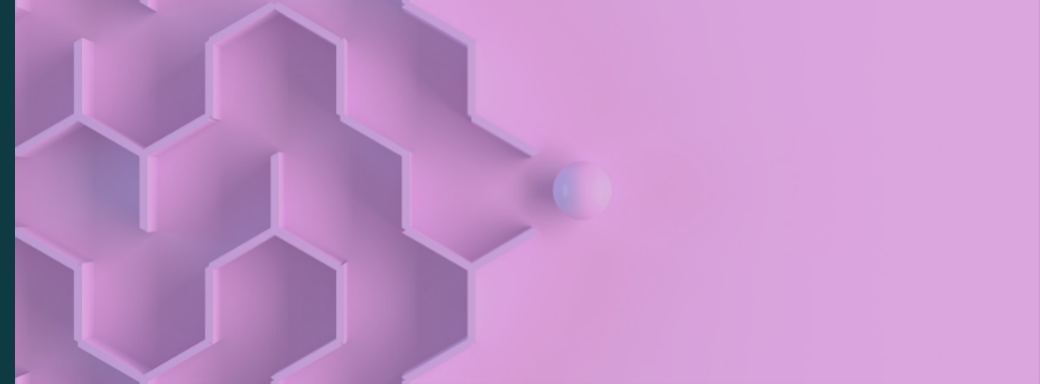
The sense of sharing behind this model lays the foundations for building a **wider network** in terms of the *appeal of ideas*, a potential that arises from the analysis of the **value of exchange** as *correspondence* in the *relationship*.



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## MULTISENSATION

Enriching the buying experience of the individual through the interaction of multiple levels of meaning allows you to create relationship that goes beyond the momentary satisfaction of the modern consumer; interactivity becomes a must.



## CO-CREATION

Individuals are more interested in a lifestyle than in individual material goods; the idea of being matched at the level of sharing ideas from the approach that a brand has, means raising the bar of communication and the level of interaction with people.



## HYBRIDIZATION

Individuals are fascinated by the concept of irreplaceability. In this age of oversaturation, differentiation is undoubtedly a key. This can be achieved by mixing seemingly unrelated ideas to create new categories and experiences.

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## AUTHENTICITY



The scope of communication has transformed what it means to be self-aware. There is a premium placed on genuineness that has consumers expecting more transparency and connection.

## MANY TO MANY



The tendency to attribute greater value to the opinion of friends and family members than the mainstream influences means that P2P marketing highlights a potential ancient flavor that plays in a modern key Buzz Marketing.

## PERSONALIZATION



In post-ideological society consumption has become a supreme manifestation of self-support through which the affirmation of one's individuality is passed.

# TRENDS

## PATTERN OF OPPORTUNITY DIVERGENCE

A method of ideation that combines the idea of going in a *stubborn* and *contrary direction* to combat the **homologation of ideas**, rewarding the courage of courageous choices.

*Rebellion* and *differentiation* are the standard-bearers of a method that combines this transgressive approach with a **reasoned analysis** that entrusts *data* and *research* at the helm of any new initiative.



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BEPINK SUPPORTS ITS PARTNERS IN INTERCEPTING AND INTERPRETING THE PATTERNS OF OPPORTUNITY CAPABLE OF PRODUCING SIGNIFICANT LONG-TERM CHANGES, INVESTIGATING STRUCTURAL FACTORS SUCH AS DEMOGRAPHICS, THE ENVIRONMENT, SCIENTIFIC AND TECHNOLOGICAL INNOVATION, THE MINDSET TO CREATE A REAL COMPETITIVE ADVANTAGE FOR COMPANIES.