

● 08/11/2022
IBM STUDIOS, MILANO

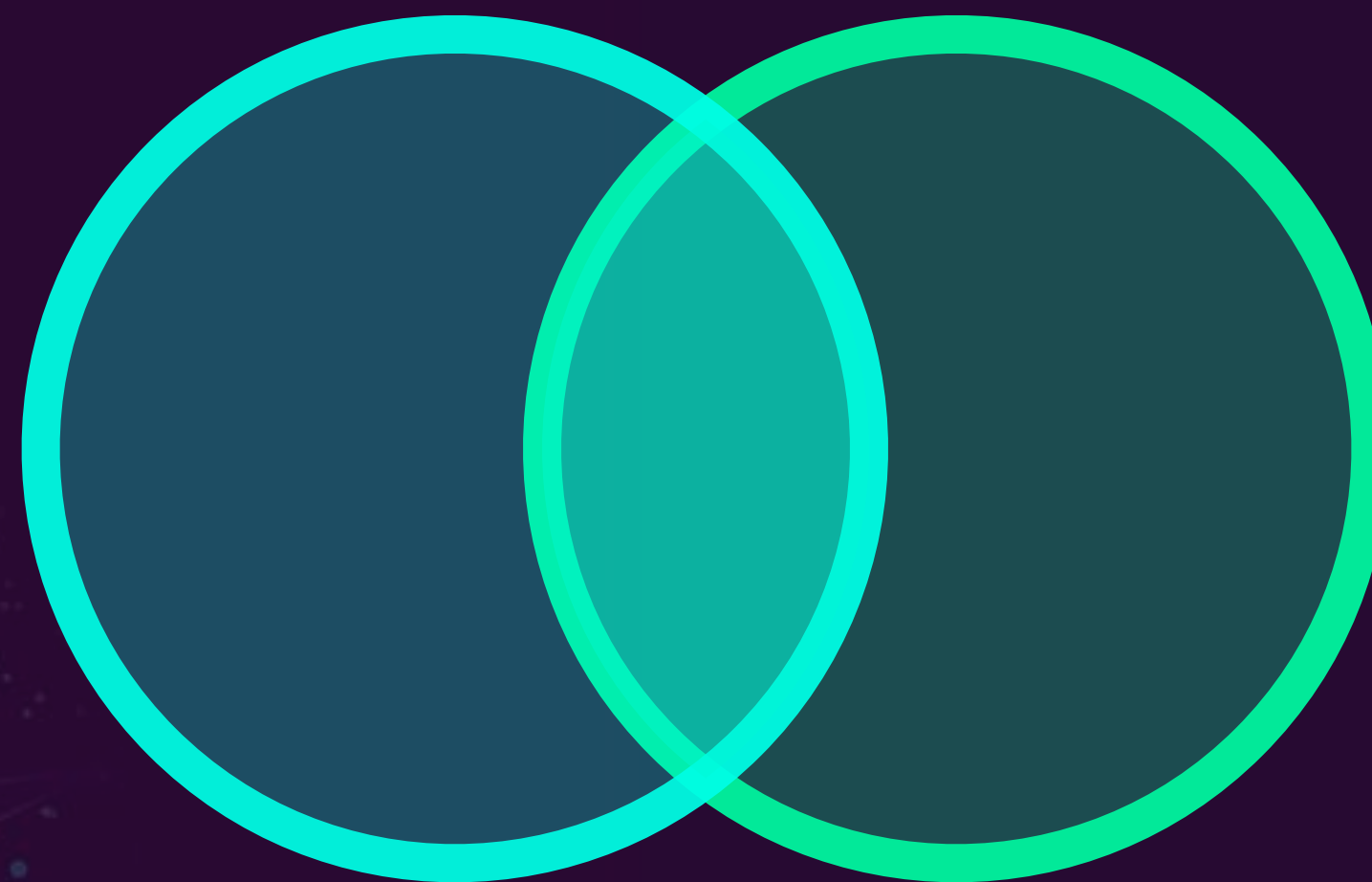
DIGITAL (R)EVOLUTION AWARDS

The Generative Power Of Communities

 NEXTATLAS

BAIN & COMPANY 

Data & AI Scientists ○



○ Insight Strategists

Foresight Scientists



NEXTATLAS

Leveraging the power of the early adopters

AI-enabled foresight

Leveraging the Power of the Early Adopters

Unbiased Audience Insights

We base our analysis on **early adopters profiles to detect emerging interests and behaviours before they become mainstream.**

Unbiased comes from analysis of unprompted Social Media posts, filtered from noise and advertising.

300K+
Early Adopters

Discovery & Deep-Dive approach

We identify 'weak' signals of major market shifts to **discover** untapped opportunity. We set up bespoke analysis based on internal segmentations and taxonomies to **enrich internal intelligence.**

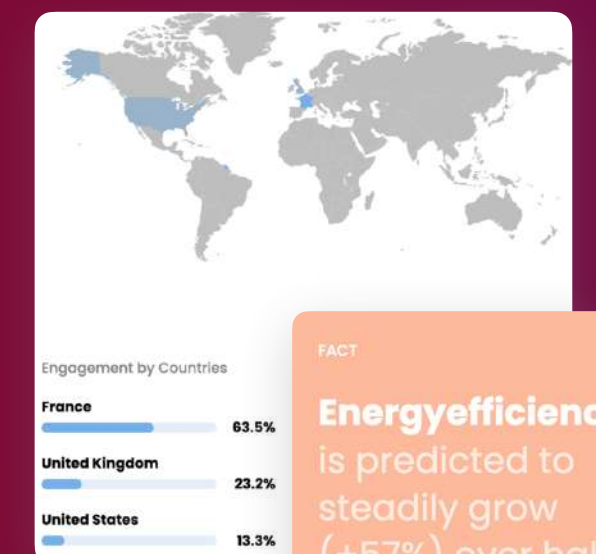


Visual + Verbal

We combine the most advanced NLP techniques with a proprietary Computer Vision model, to **extract value from texts and images.** By integrating them we generate insights that are further enhanced with expert curation.

Always-on Predictions

Our continuously monitored data set provides direction to jump on the right phenomena for your audience at the right time. We **track the evolution of consumer behaviours** and dive into nuanced datapoints (timelines, geographies, industry focuses, relevant tags, moodboards, etc).



FACT
Energyefficiency is predicted to steadily grow (+57%) over half a year

The Generative Power Of Communities

For many years now, **brands have been focusing their attention on consumers**, monitoring emerging needs and reaching them with increasingly personalized messages.

Observing the emergence and evolution of trends over the past 10 years, we at Nextatlas have witnessed a shift that has taken place since the early months of the pandemic in 2020: individual, **isolated consumers have lost relevance in favor of communities, the new hotspot for insights detection and marketing and communication activations.**

▶ COMMUNITIES ARE NOW CRUCIAL TO :

IDENTIFY

Niches of early adopters in different markets

ANTICIPATE

Future targets' behaviours, interests and expectations

LEARN

The next successful brands and products



Insight

Collaborative and community models could outlive the crisis



Trend

Direct -to- communities



Insight

As the world moves closer to the next generation of the Internet, expect to see increasing overlap between the creator economy and Web3

Trend

The Purposeful Hive Mind

Insight

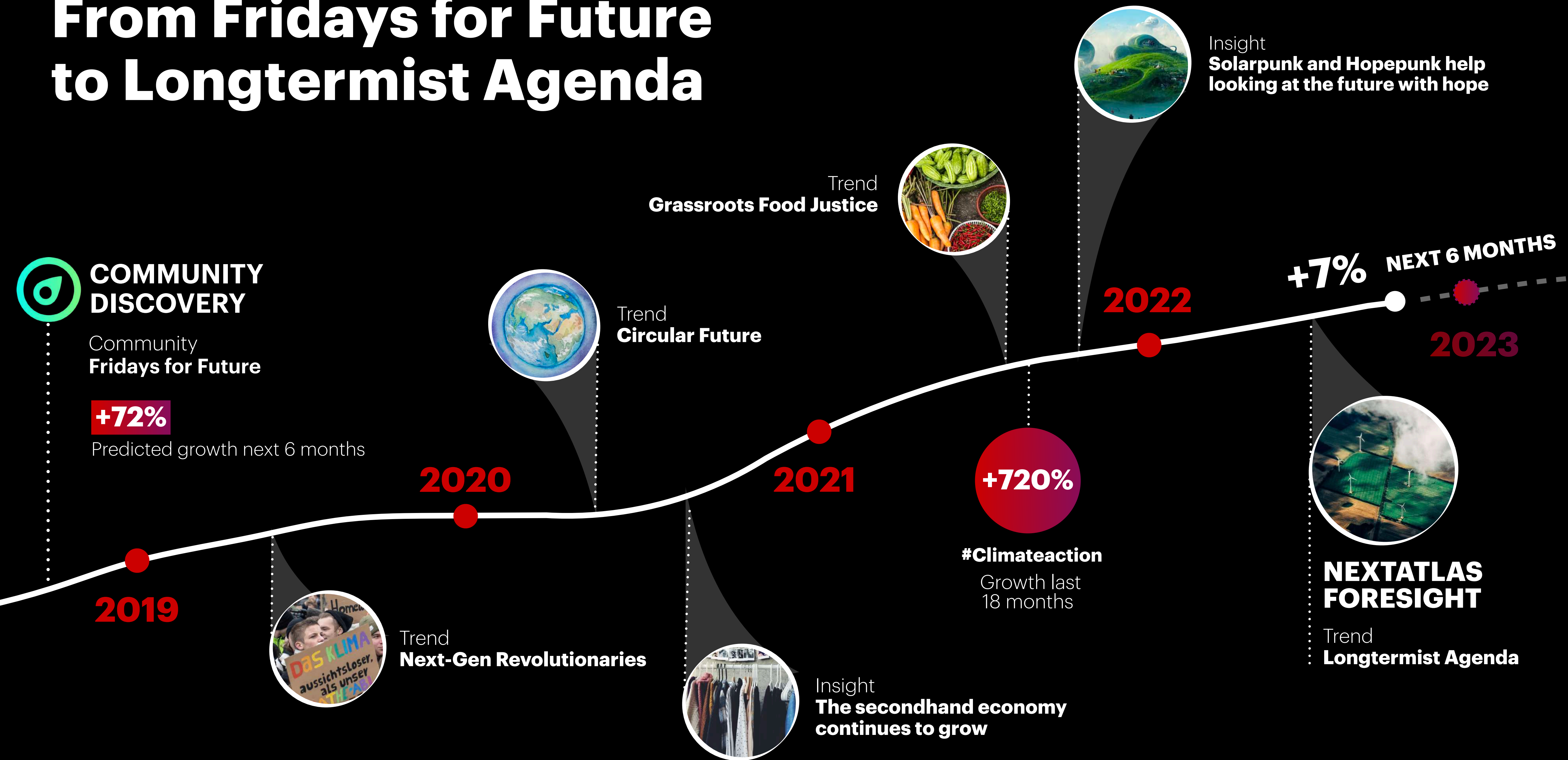
Communities are essential to the future of the metaverse



Insight

Storytelling and brand experiences designed around local communities are thriving

From Fridays for Future to Longtermist Agenda



From CryptoKitties Collectors to Digital Twins



COMMUNITY DISCOVERY

Community
CryptoKitties | Subreddit

+83%

Predicted growth next 6 months

2018



Trend
Digital Memorabilia

2019

Trend
Decentralized Art Connoisseur



2020

+703%

#NFT
Growth last 18 months

Trend
Metaverse Worldbuilding



2021

Beeple sold an NFT for **\$69 million**



Insight
People increasingly care what their avatars are wearing



2022



NEXTATLAS FORESIGHT

Insight
Digital twins concept has been adopted more and more — from manufacturing improvement to realistic Metaverse

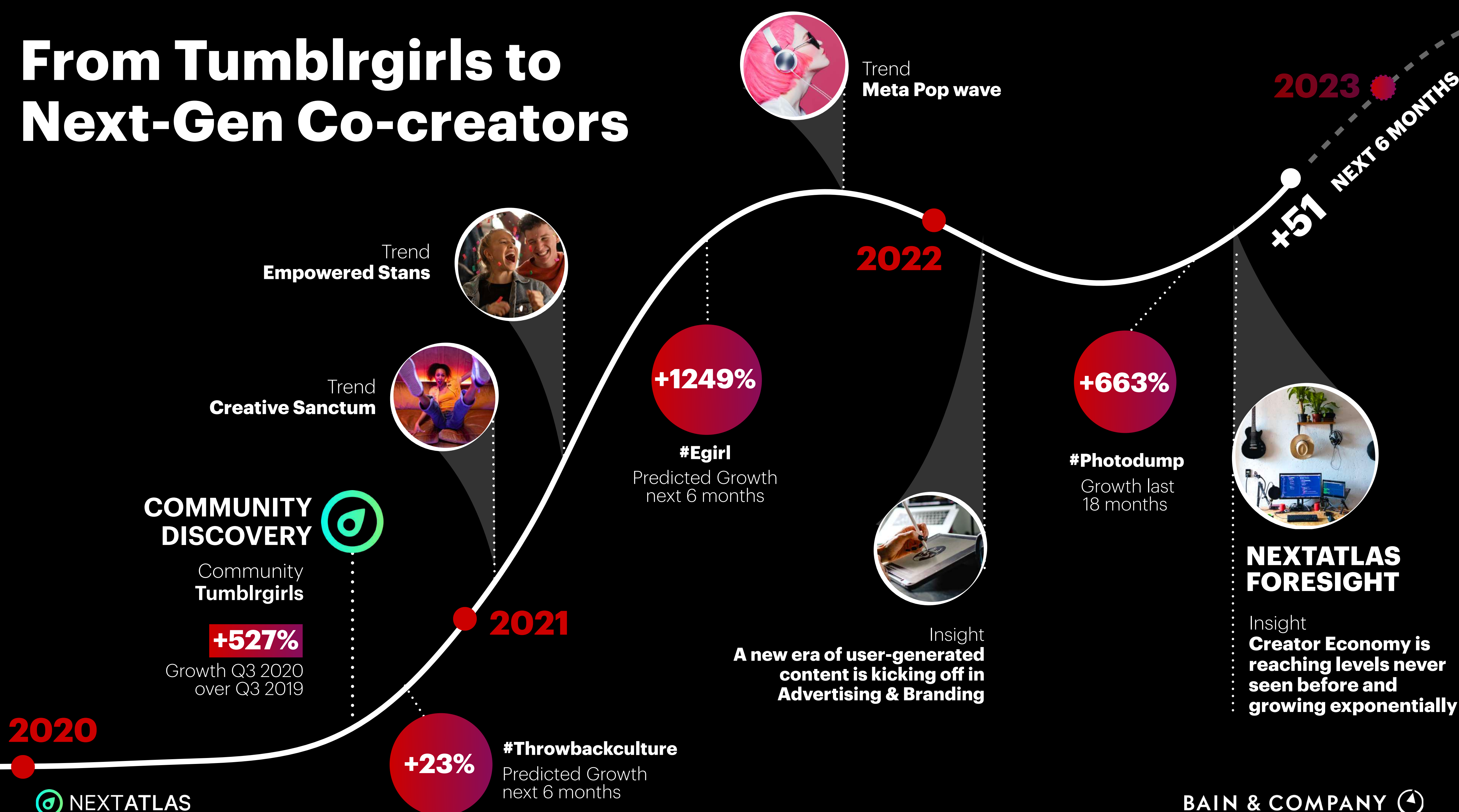
Facebook renames itself **Meta**



+35 NEXT 6 MONTHS

2023

From Tumblrgirls to Next-Gen Co-creators



From Makers to Metacreators



EMERGING COMMUNITY DISCOVERY

Community Makers



Trend **Superlocal Design**

2019

2020



Trend **Influential Experts**

Trend **Profitable Passion**



2021



Insight
In the future, all social platforms will have built-in monetization for creators



Trend **Creator Meta-Economy**

2022



Instagram Will Start Allowing Some Users To Display Their **NFTs**



NEXTATLAS FORESIGHT

Insight
Social tokens have been gaining traction in creator ecosystems, especially among artists

#Phygital
Growth Q3 2022 over Q3 2021

+111%

+13% NEXT 6 MONTHS

2023

+35%

#Makersmovements
Growth next 6 months

DIGITAL (R)EVOLUTION AWARDS

Post Digital Era

Inspirations & Insights for the panel discussion





Dynamic decision making through data



Direct-to-Communities

Nextatlas | Macro Trend

- Over the past few months, **radical changes in consumer behavior have occurred**, especially concerning tech reliance
- There is a growing need to move **beyond the “direct-to-consumer” model** by focusing on **community-driven approaches**
- Fostering **communities** is proving to be a **more resilient and durable model** for brands and companies



TREND STATUS

**Robust
& Rising**

Direct-to-Communities

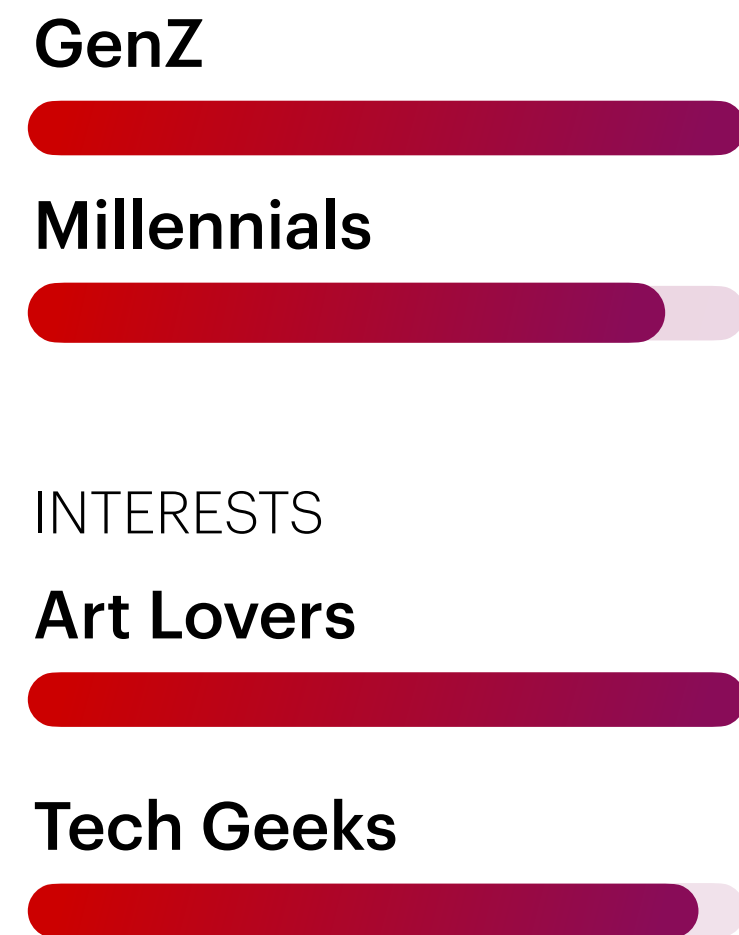
Nextatlas | Macro Trend

Top Industries

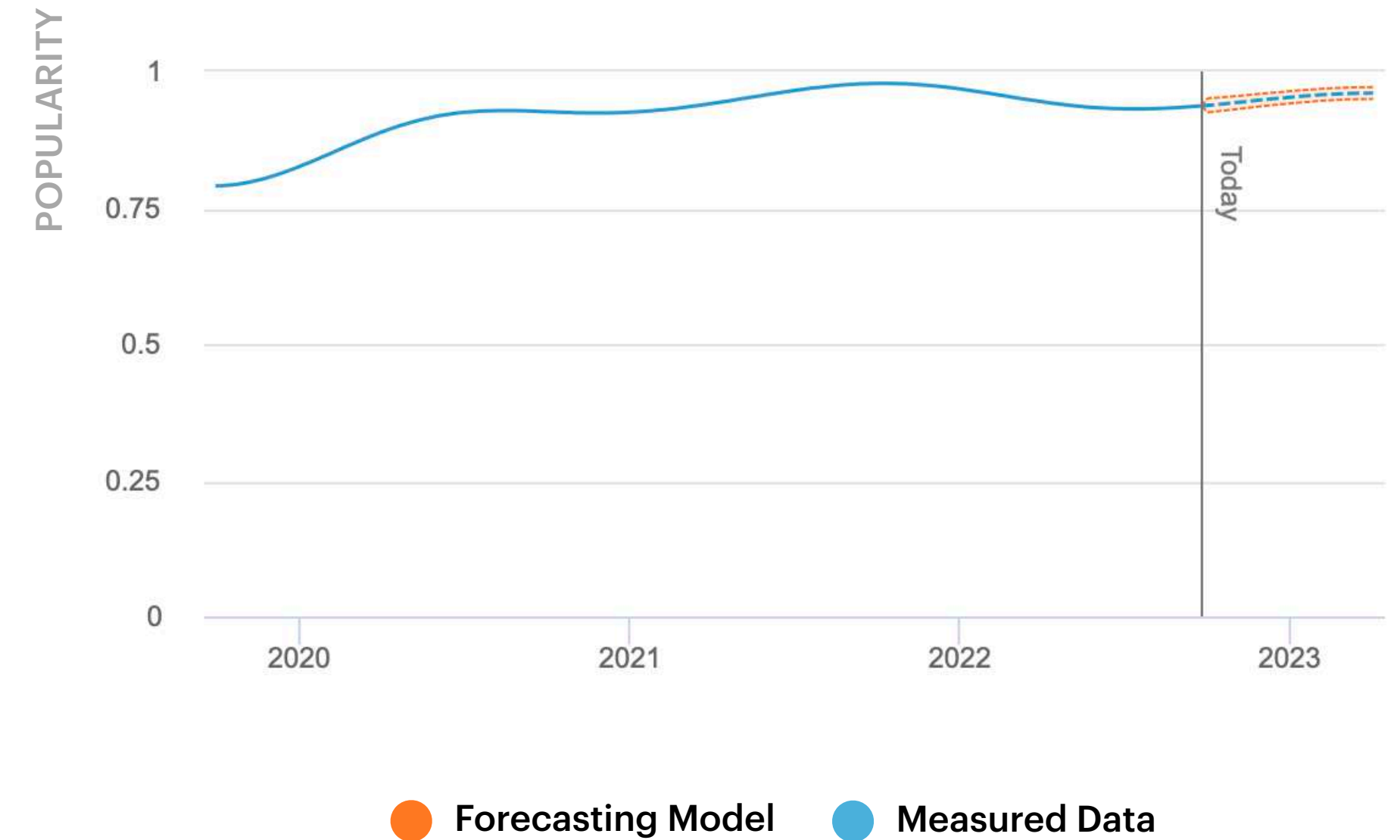


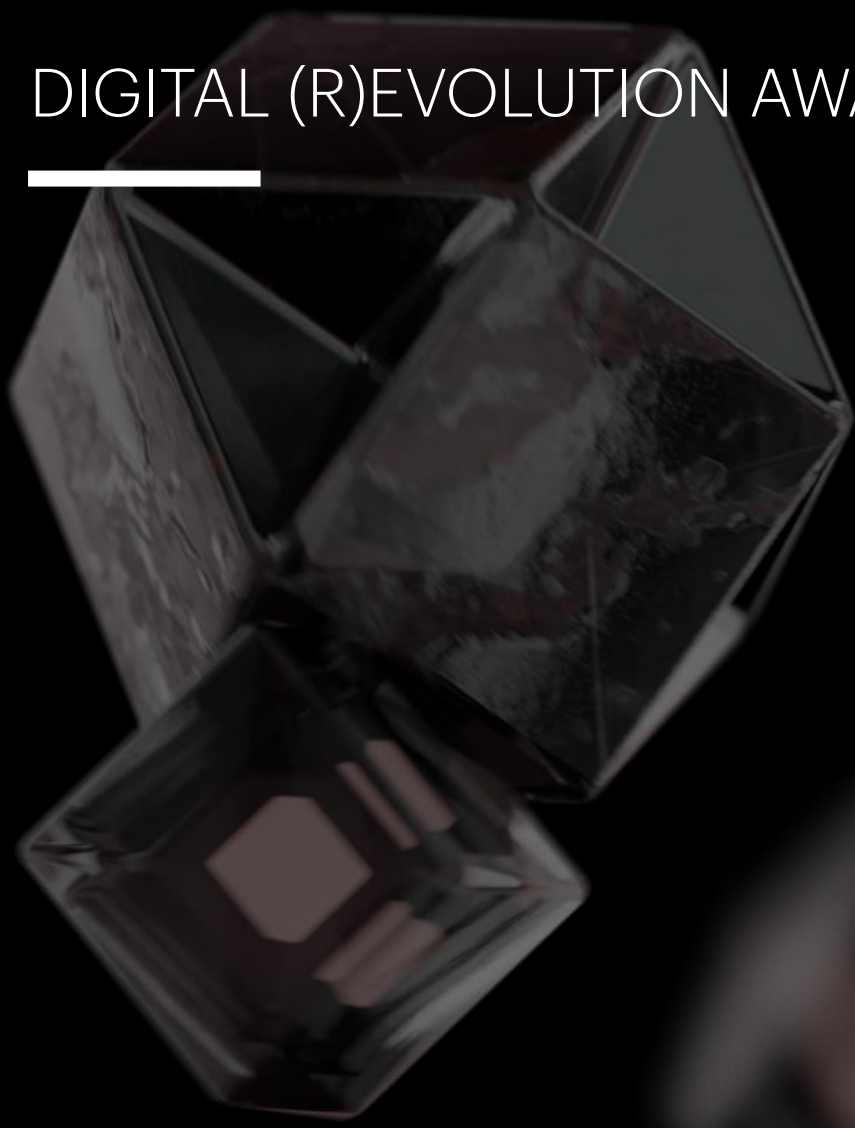
Top Targets

DEMOGRAPHICS



Trendline





Unlocking multichannel potential through data



Multi-platform

Nextatlas | Insight

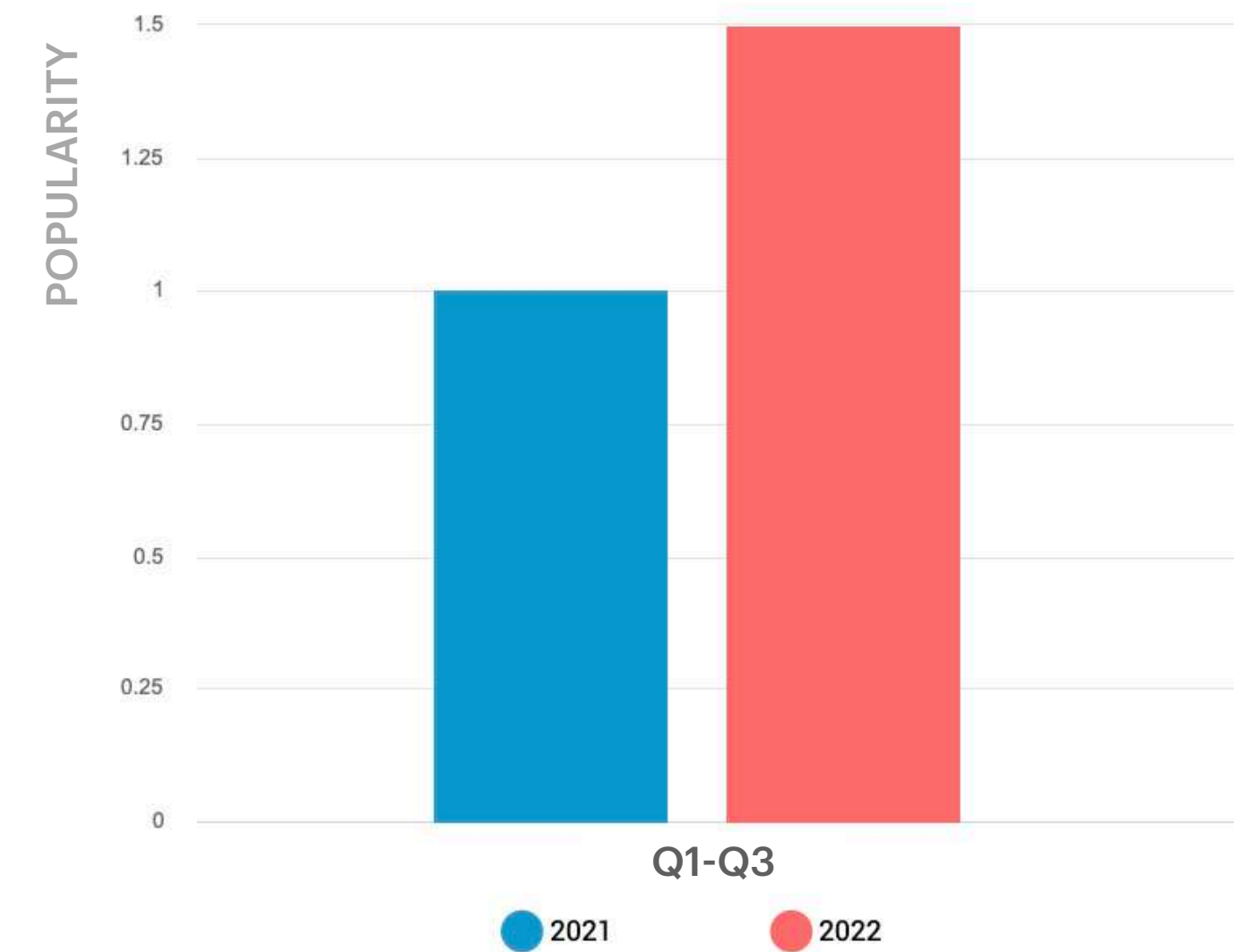
+49%

**"MULTIPLATFORM"
in Advertising &
Branding**

GROWTH IN Q1-Q3 2022
OVER Q1-Q3 2021

In Detail

QoQ



NEXTATLAS INSIGHT

Brand's capacities of swiftly using **multi-platform advertising** has never been so crucial

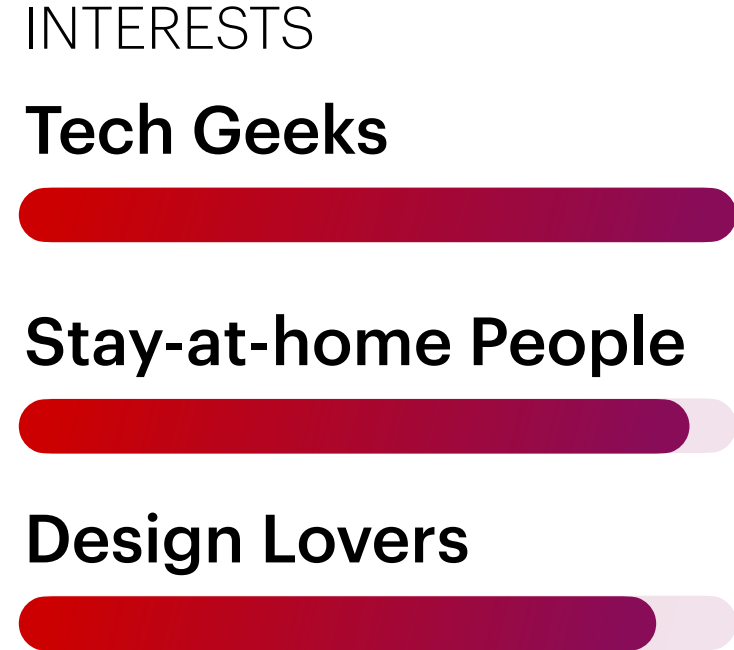
Multi-platform

Nextatlas | Insight

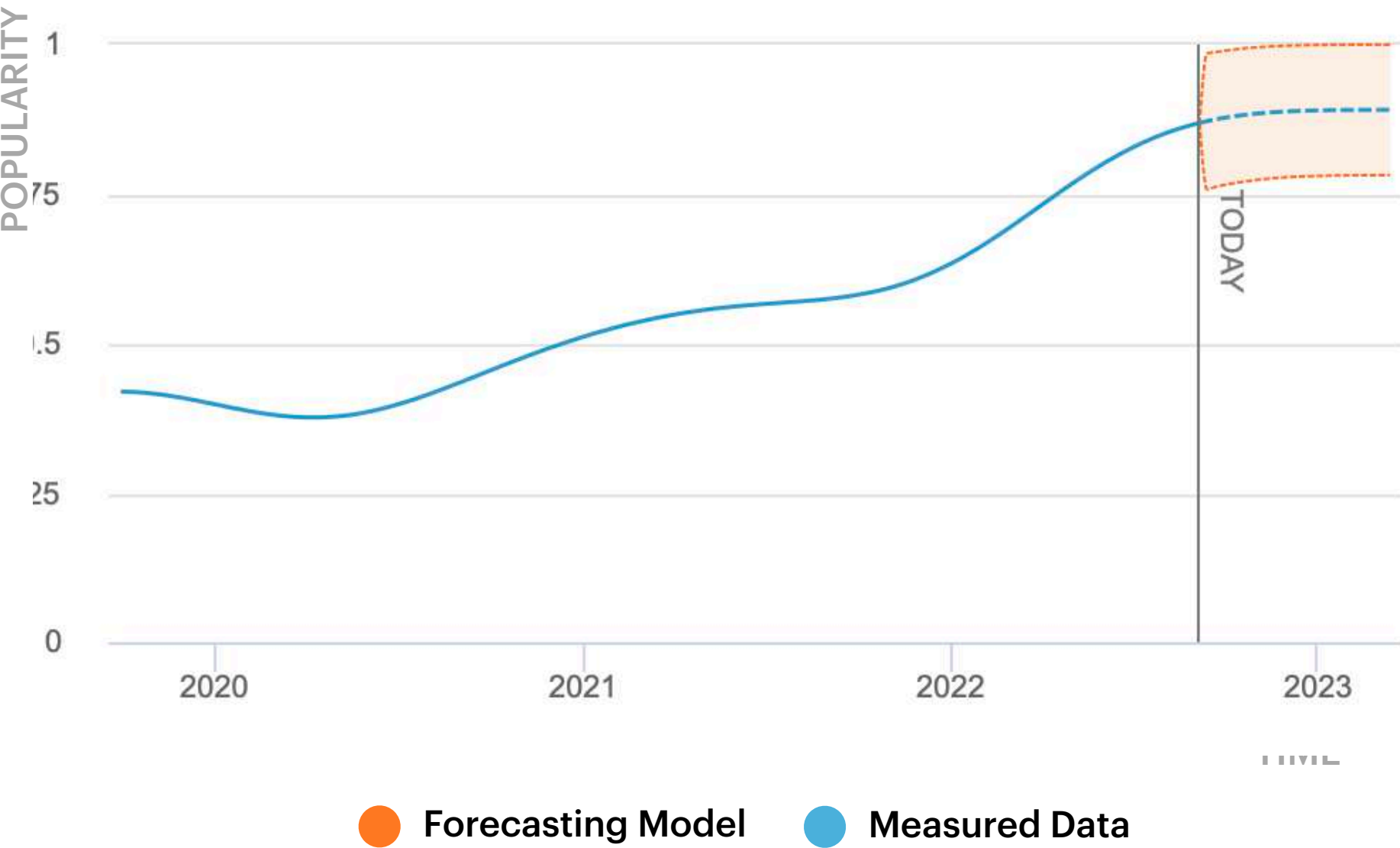
Top Tags

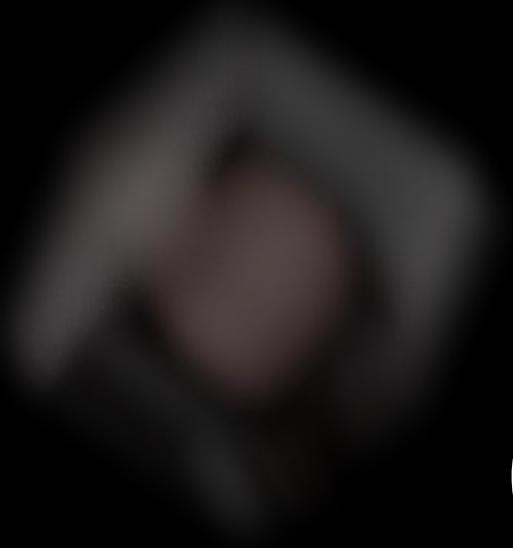
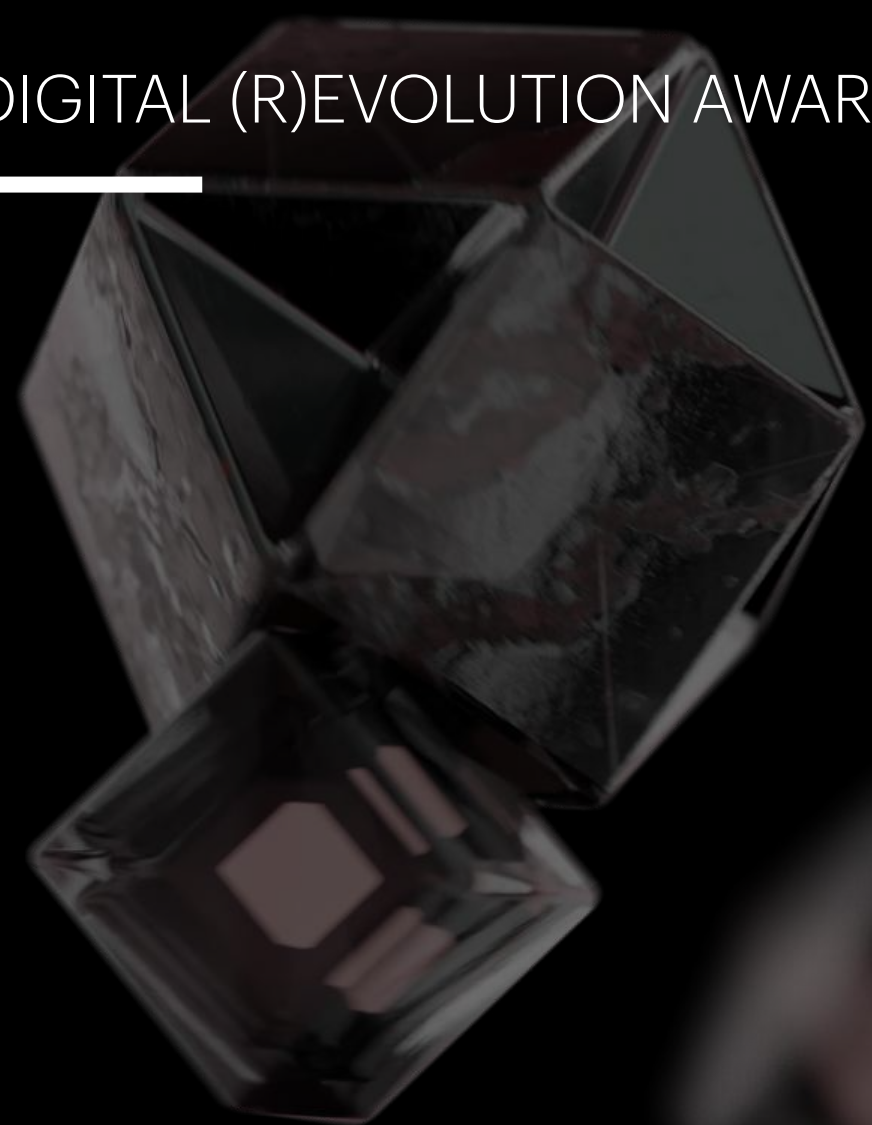


Top Targets

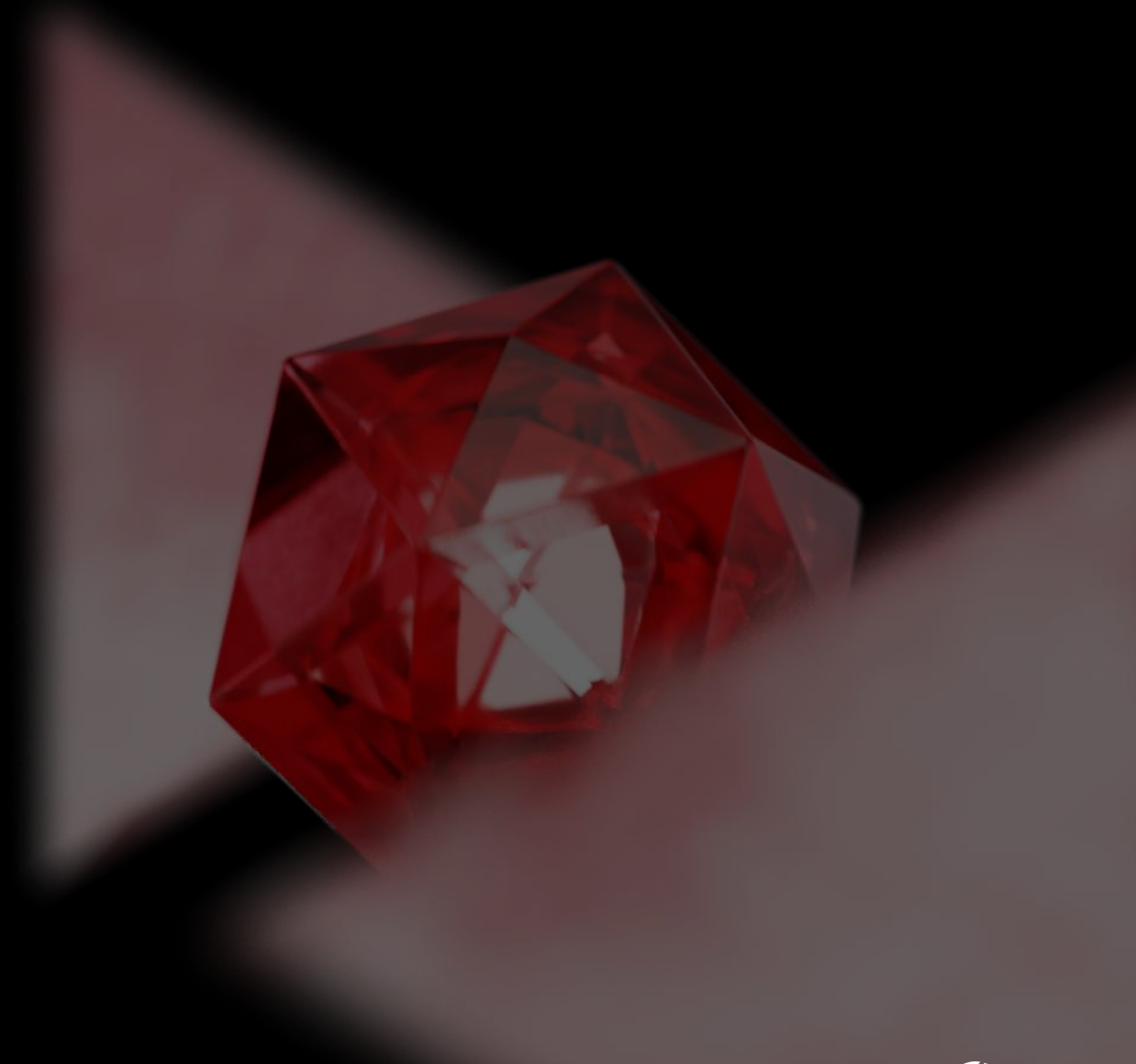


Trendline





Creativity in the Post-digital era



Melancholic Branding

Nextatlas | Macro Trend

- Exploiting the **storytelling potential of "negative" themes such as melancholy and sadness**, which are neglected or overlooked by ordinary commercial communication
- When conveying a **message to customers or users, considering them first as human beings, with all their contradictions**, and not as mono-dimensional receivers who only want to hear ingenuous happy stories



TREND STATUS

**Robust
& Rising**

**“Melancholic”
in Adv & Branding**

Predicted growth next 6 months

+20%

Melancholic Branding

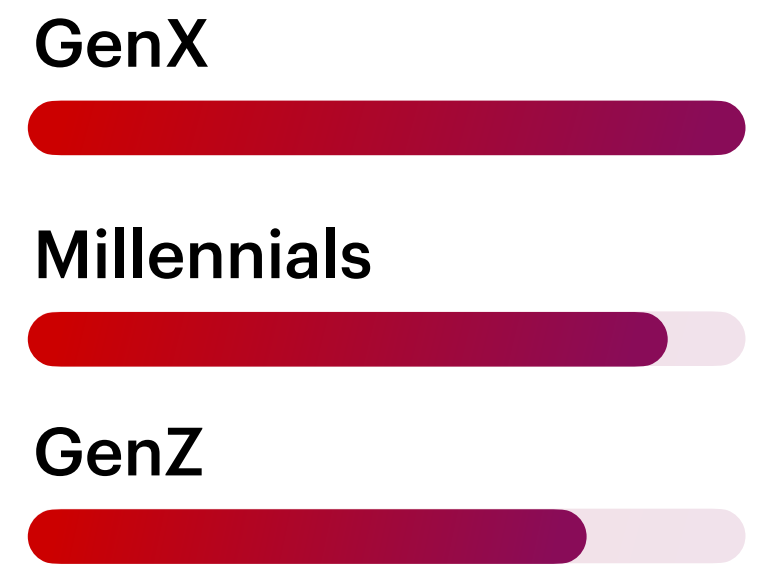
Nextatlas | Trend

Top Industries

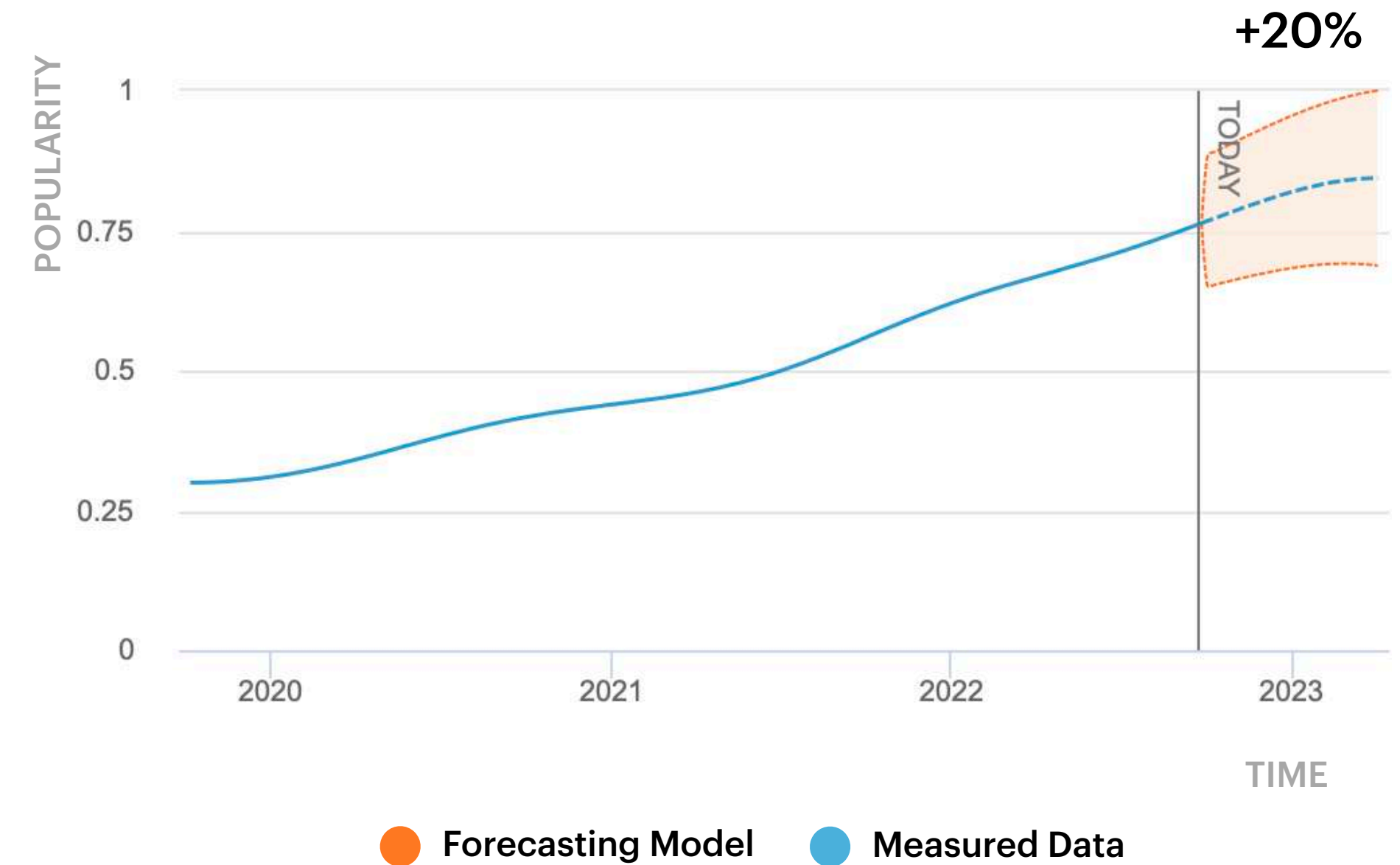


Top Targets

DEMOGRAPHICS



Trendline



Entertainment in the Ordinary

Nextatlas | Macro Trend

- Watching others perform **ordinary household routines**, such as cooking, cleaning or other simple daily activities, has become **a new form of entertainment**
- Nonproductive students and workers are relying on YouTube's "Study with Me" videos for simple **motivational companionship**
- **Ambience videos** are emerging not only as a form of relaxation, but also as a form of **nostalgic escapism**
- Instead of elaborate and extravagant videos, the pandemic has boosted visual content that celebrates **the joy of simple and even mundane life activities**



TREND STATUS

**Relevant
& Reliable**

**“Domesticity”
in Media & Entertainment**

Growth in Q1-Q3 2022
over Q1-Q3 2021

+30%

Entertainment in the Ordinary

Nextatlas | Macro Trend

Top Industries



Top Targets

DEMOGRAPHICS

GenZ



INTERESTS & LIFESTYLES

Foodies



VALUES

Ecoconscious



Experimenters

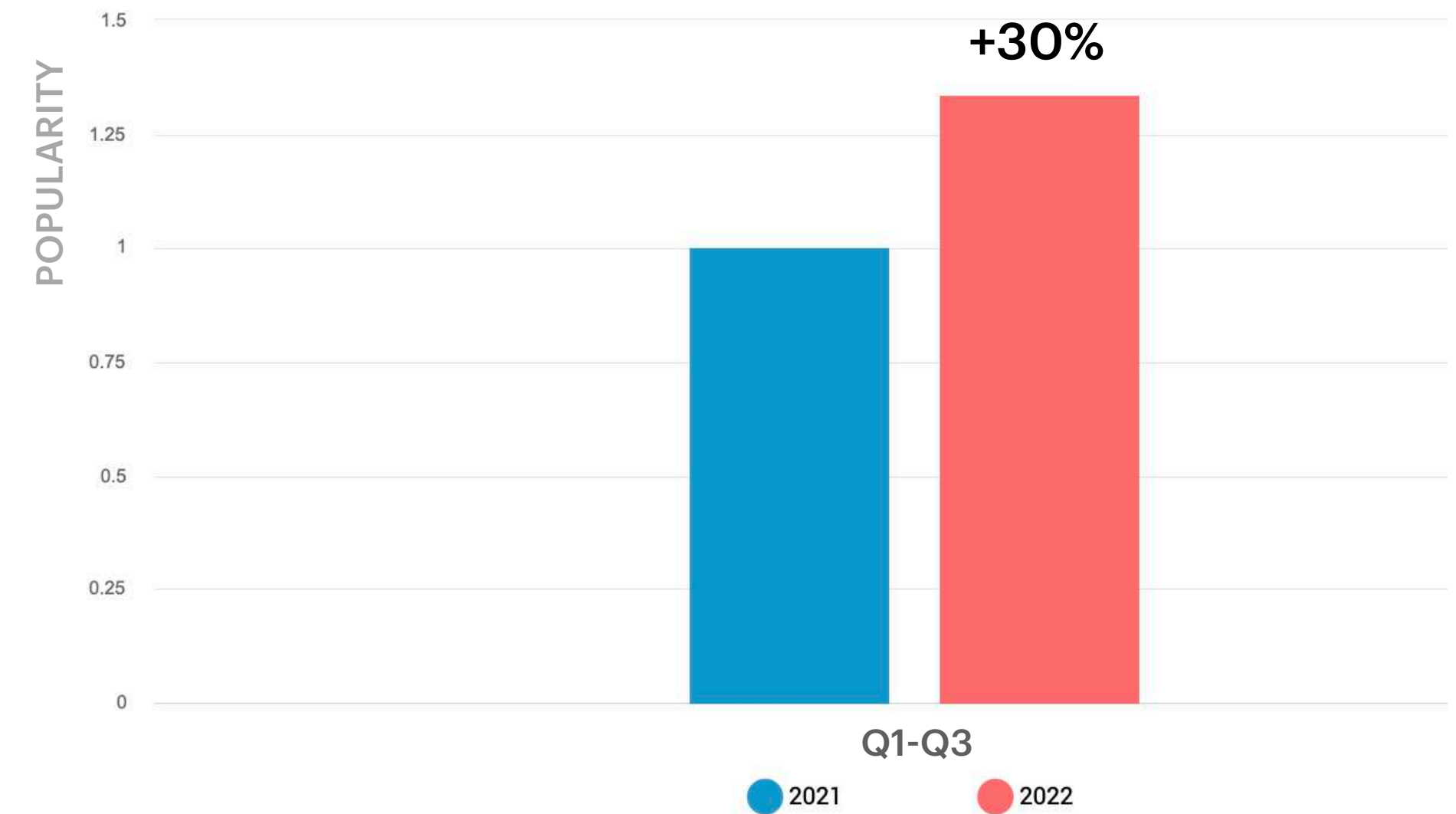


Nostalgics



QoQ

DOMESTICITY IN MEDIA&ENTERTAINMENT



Edutainment

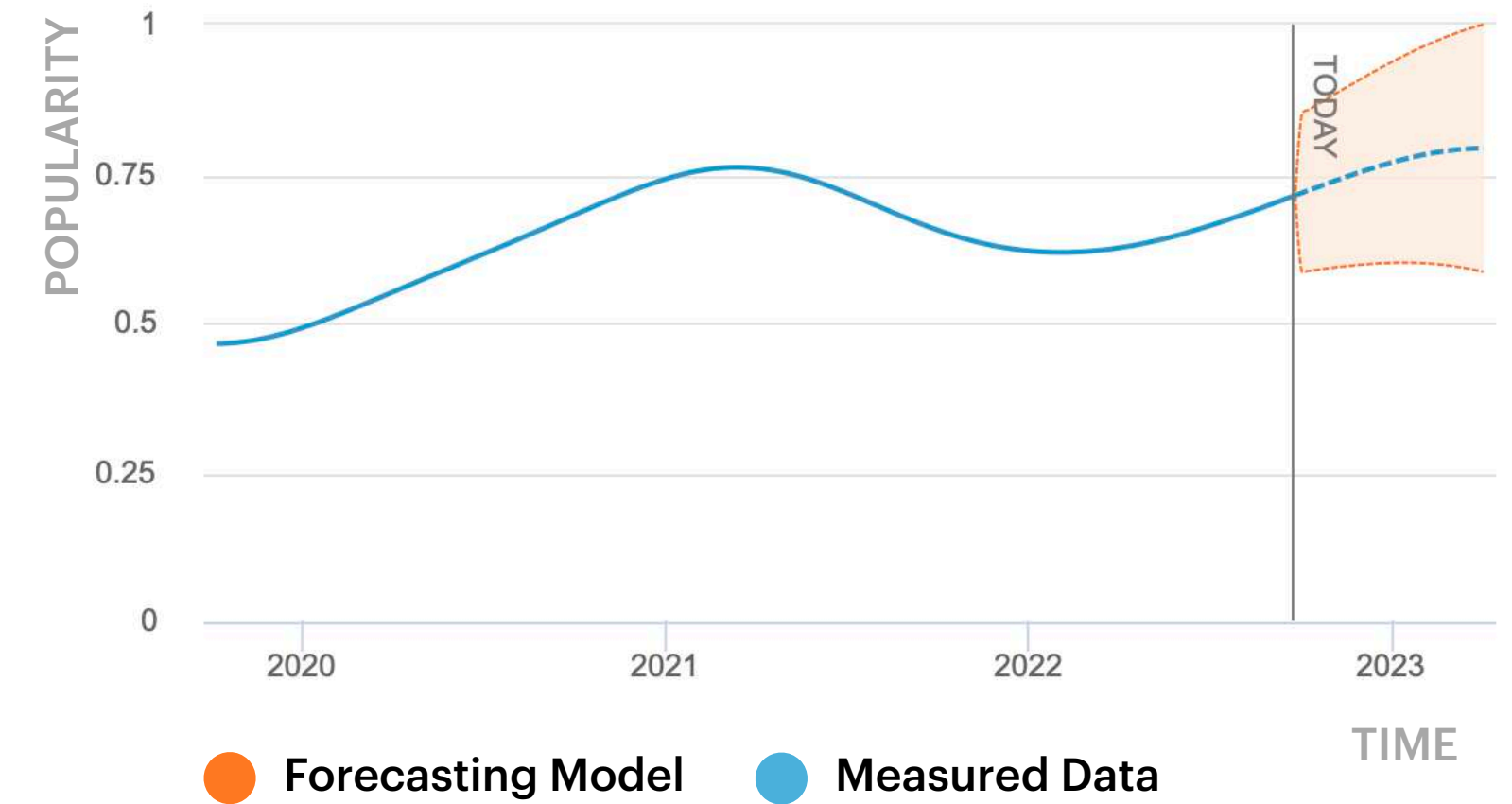
Nextatlas | Insight

+25%

"EDUTAINMENT"

GROWTH NEXT
6 MONTHS

In Detail Trendline



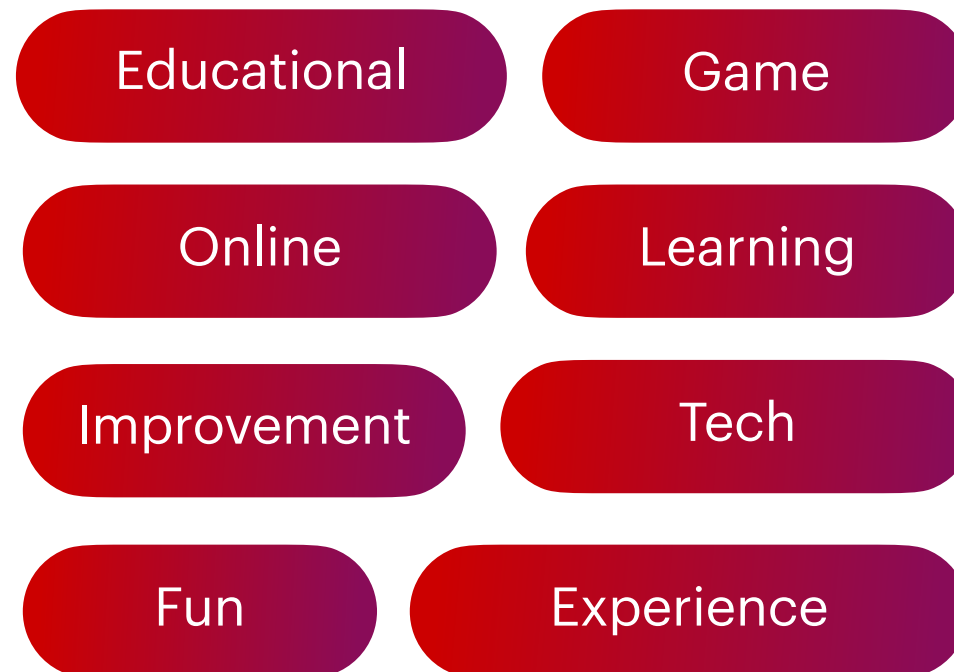
NEXTATLAS INSIGHT

The convergence of **education and entertainment** is set to persist

Edutainment

Nextatlas | Insight

Top Tags



Top Targets

DEMOGRAPHICS

GenX



Millennials



GENDER EXPRESSION

Male/Masculine



Female/Feminine



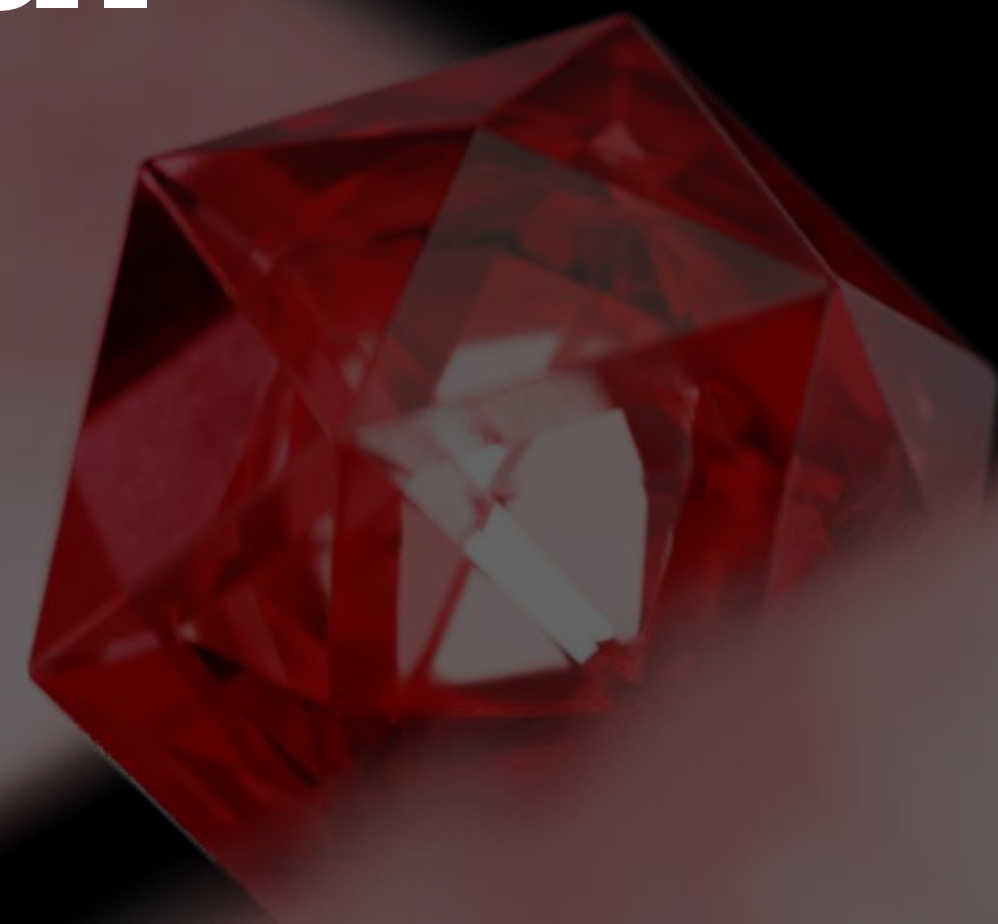
Main Sentiment

The shared sentiment polarity is **positive**





ESG spread by digital



Traceability

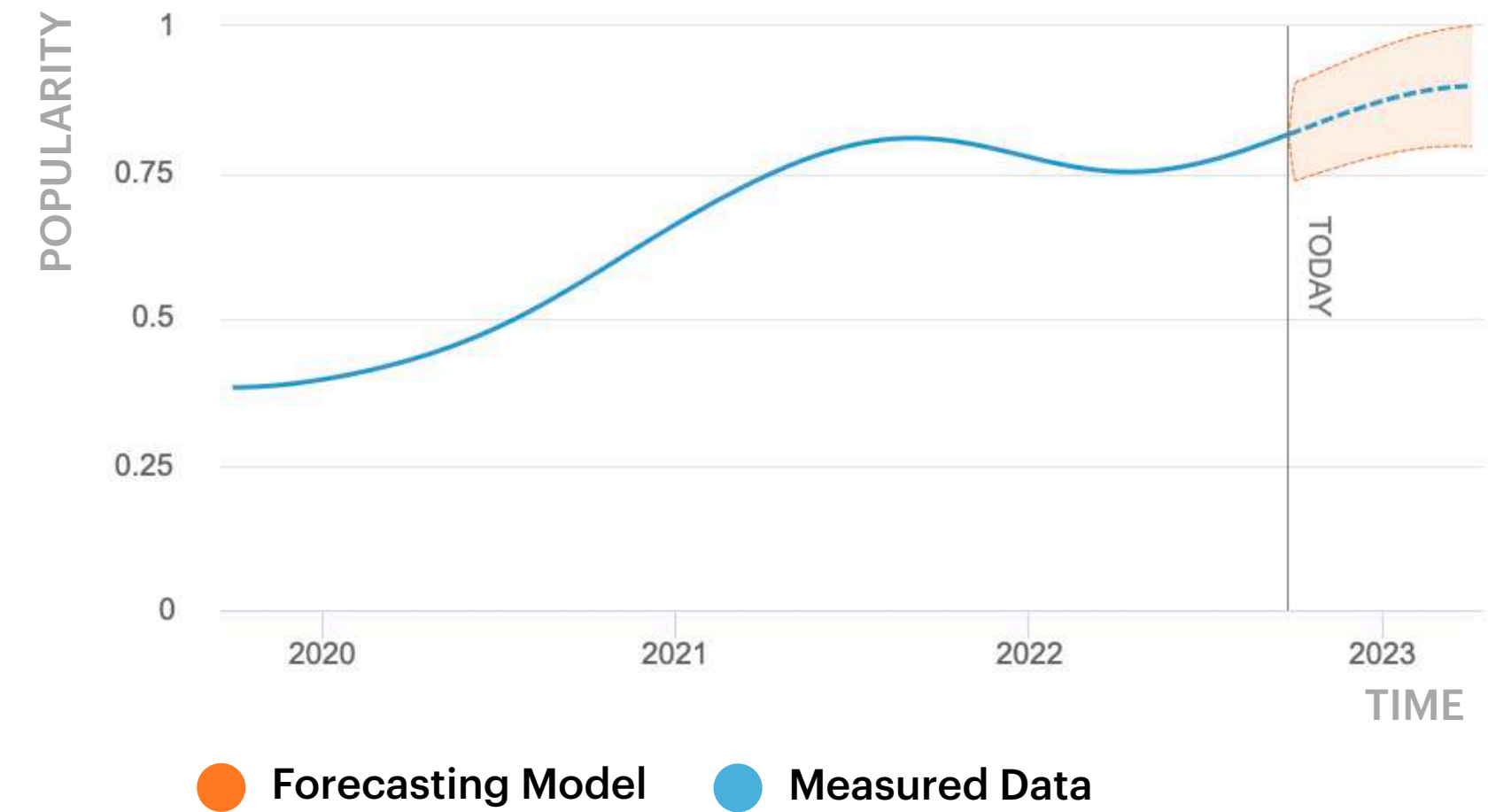
Nextatlas | Insight

+40%

"VERIFIABILITY"

GROWTH NEXT
6 MONTHS

In Detail Trendline



NEXTATLAS INSIGHT

The **traceability of products** and ingredients is an **ever-growing need** for conscious consumers

Traceability

Nextatlas | Insight

Top Industries



Top Targets

DEMOGRAPHICS

Millennials

VALUES

Ecoconscious

Experimenters

Top Tags

Transparency

Origin

Supplychain

Production

Ethical

Verify

Greenwashing

Nextatlas | Insight

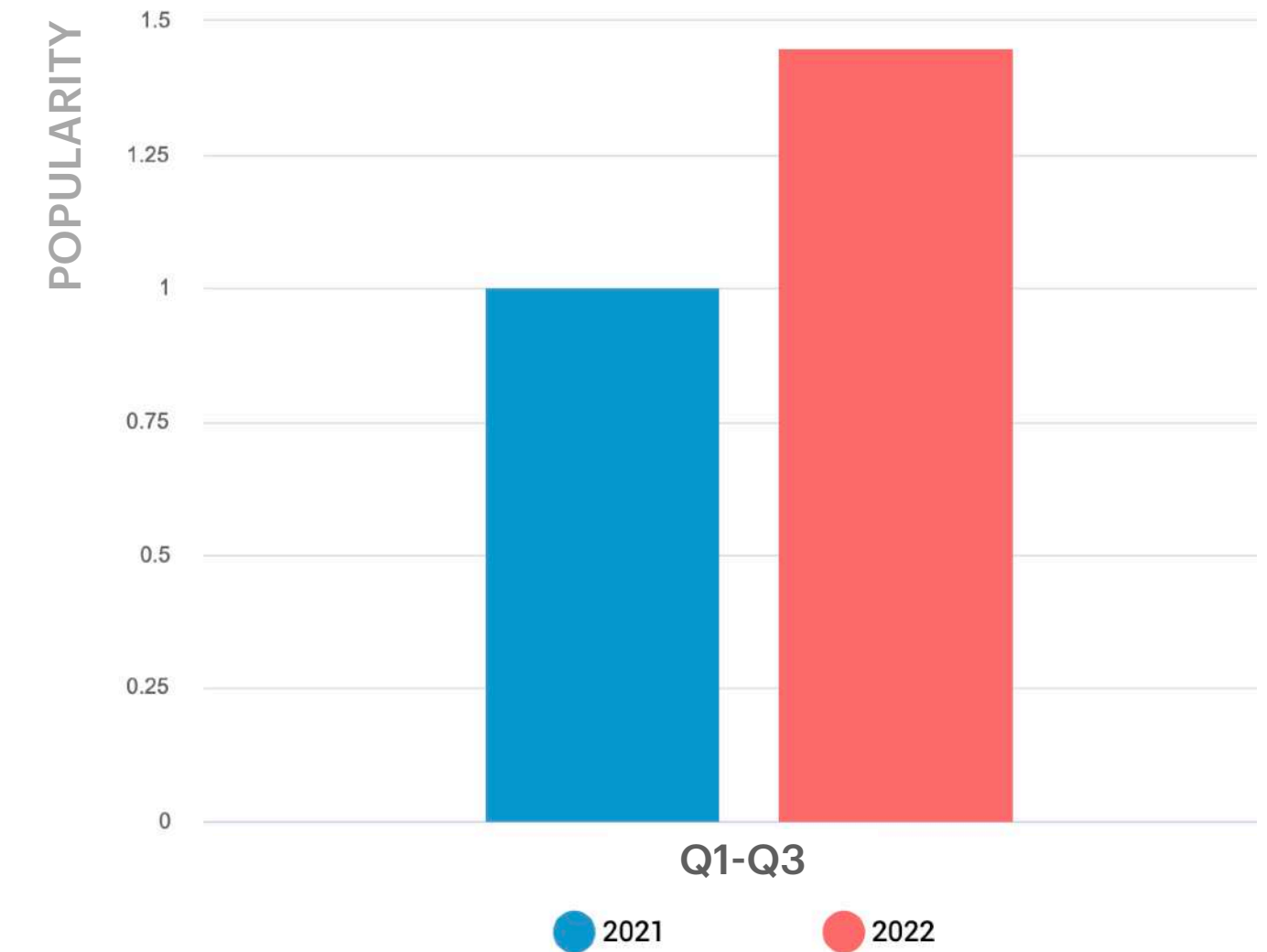
+50%

"GREENWASHING"

GROWTH IN Q1-Q3 2022
OVER Q1-Q3 2021

In Detail

QoQ



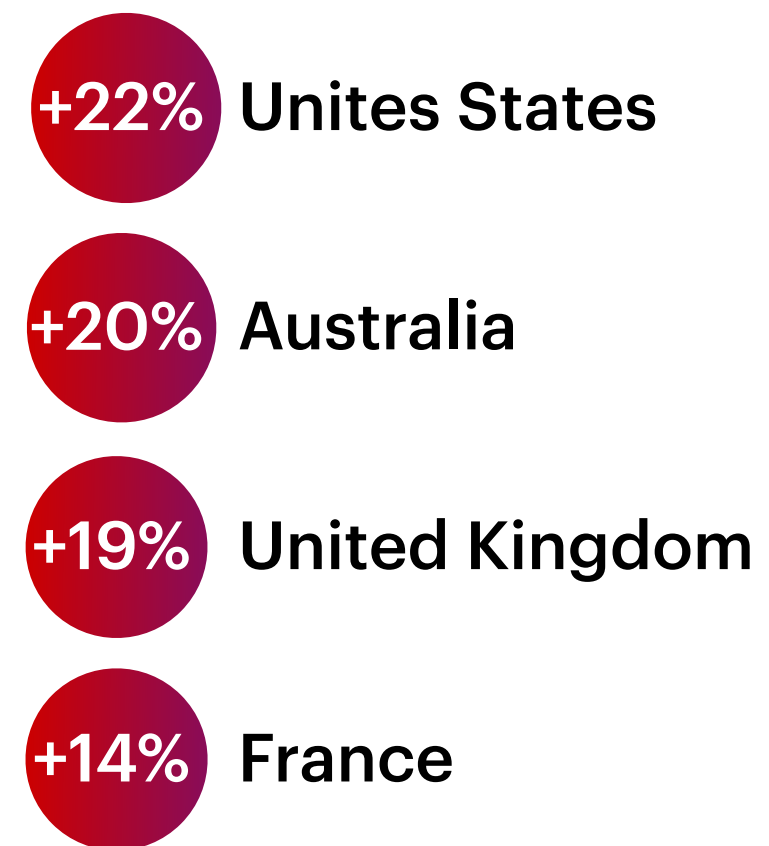
NEXTATLAS INSIGHT

Having to deal with **greenwashing and fake news, transparency, simplicity, and honesty** have become fundamental principles to communicate with consumers.

Greenwashing

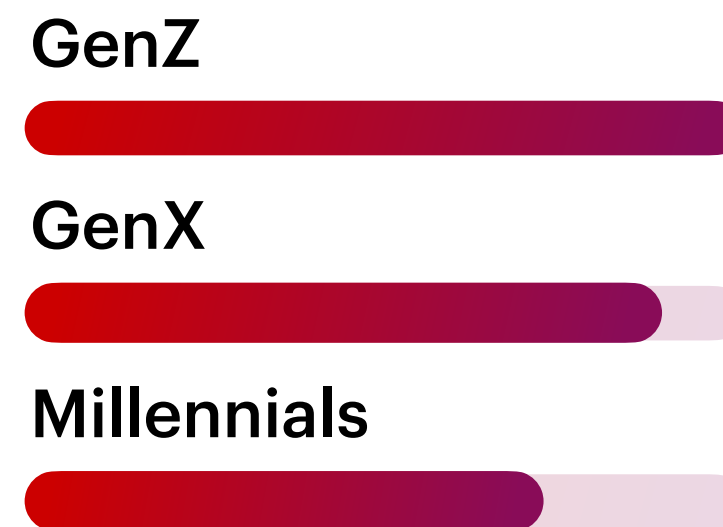
Nextatlas | Insight

Top Places



Top Targets

DEMOGRAPHICS

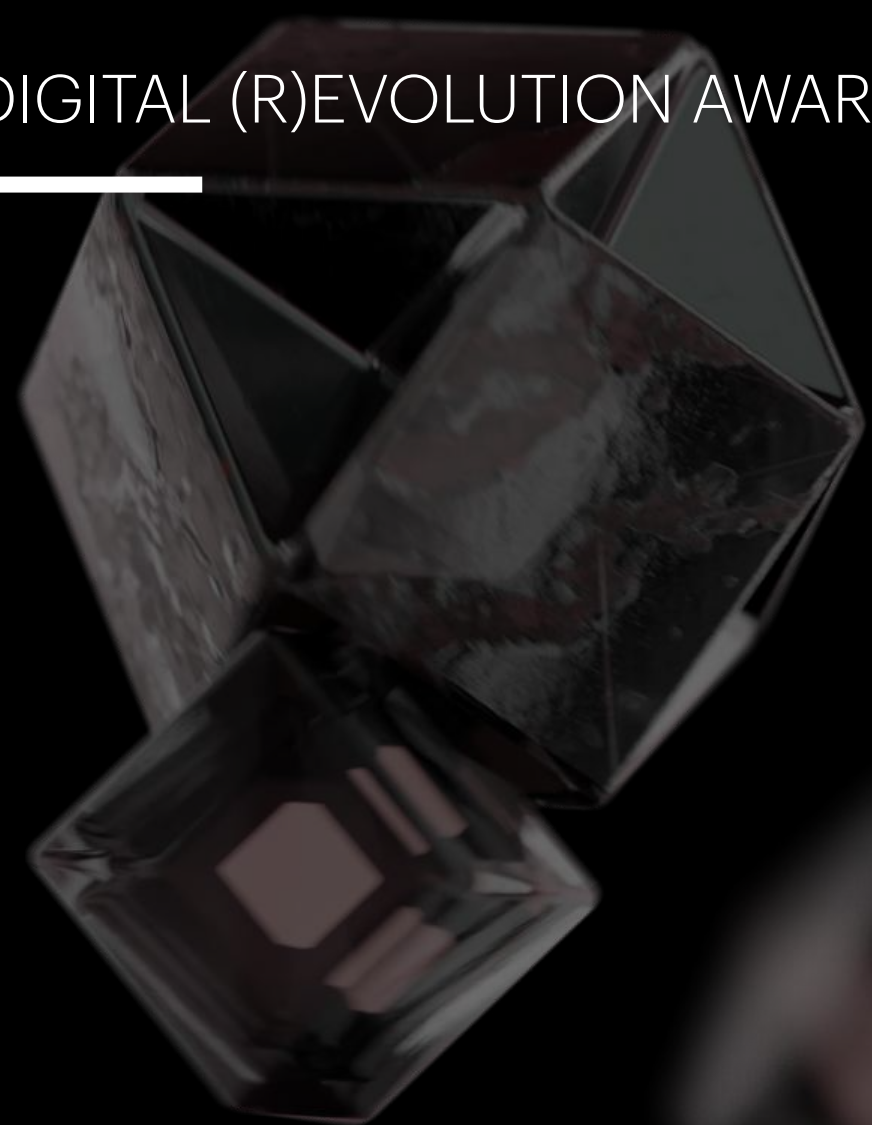


VALUES



Top Industries





Metaverse and NFT – the new coming



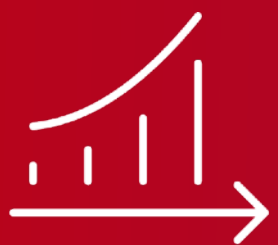
Metaverse Worldbuilding

Nextatlas | Trend

+20%

Predicted growth
next 6 months

- The metaverse, which generally refers to the idea of shared and continuous 3D virtual spaces, is often said to be the **next version of the Internet**
- Although new technologies, protocols, and innovations will be required for a metaverse to come into existence, **many of its main ingredients already exist**
- **Glimpses of what a metaverse could look like** have already started appearing, especially in the **gaming industry**



TREND STATUS

**Renewed
Relevance**

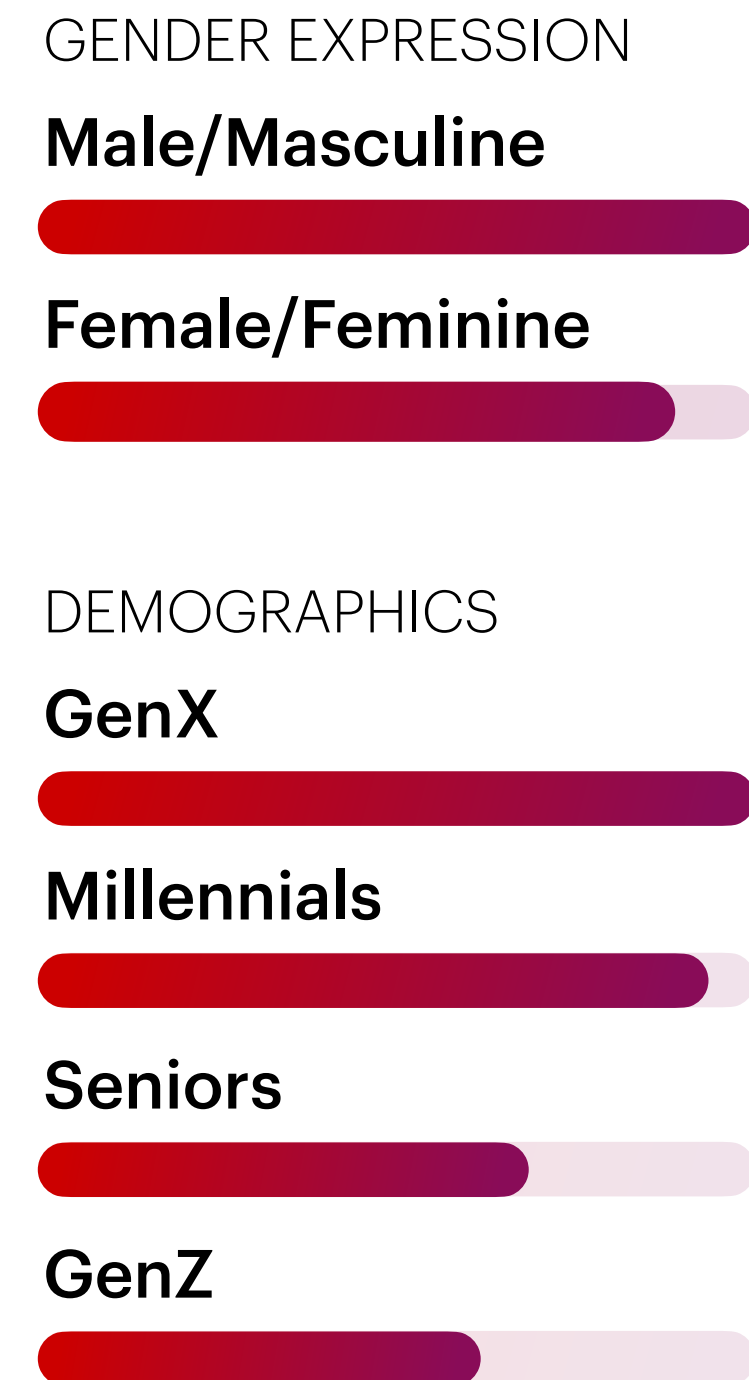
Metaverse Worldbuilding

Nextatlas | Trend

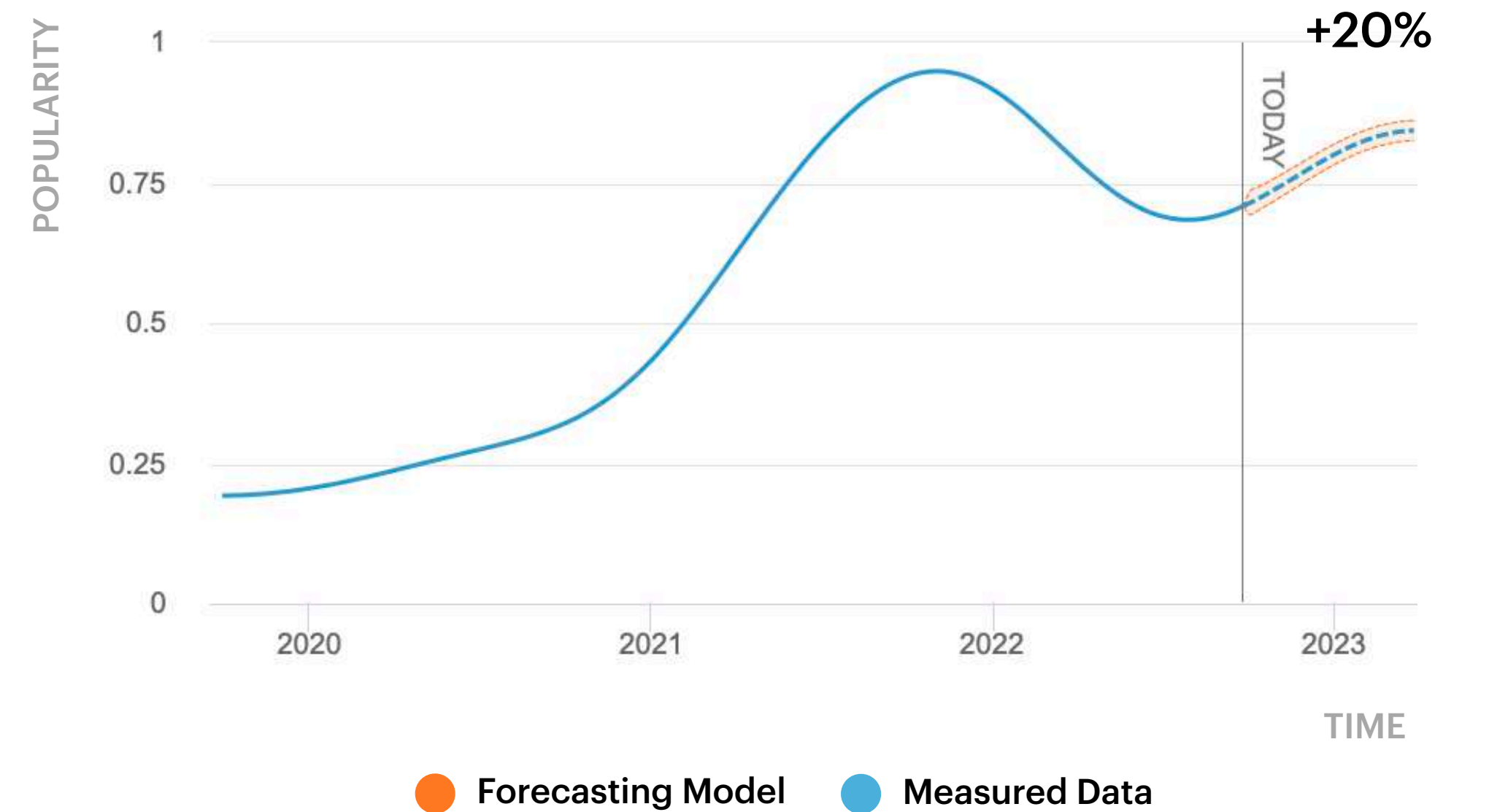
Top Industries



Top Targets



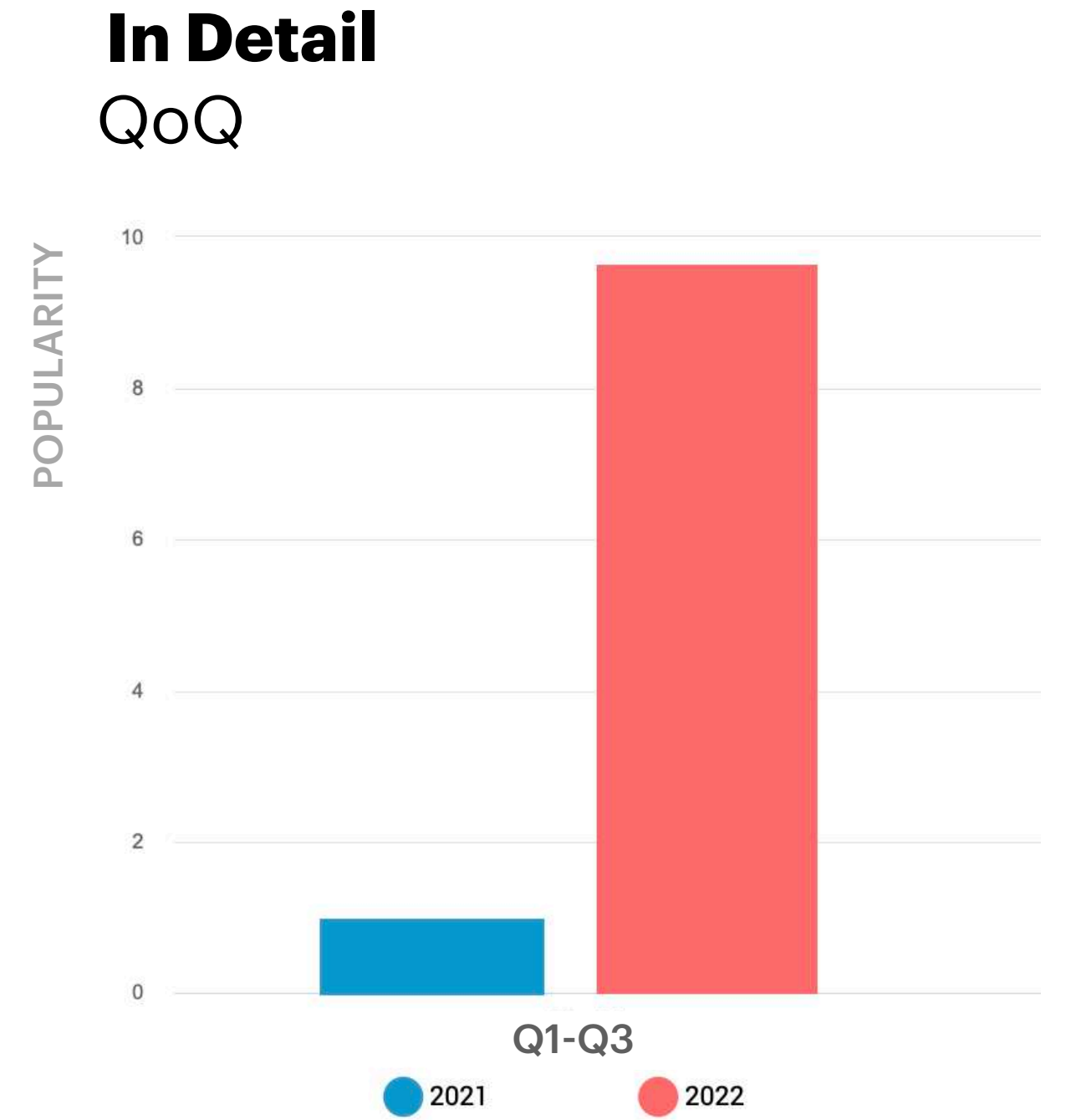
Trendline



Communities & Metaverse

Nextatlas | Insight

+938%
"Communities" and
"Metaverse"
GROWTH Q1-Q3 2022
OVER Q1-Q3 2021



NEXTATLAS INSIGHT

Communities are essential to the future of the **metaverse**

Communities & Metaverse

Nextatlas | Insight

Sources

+78% Reddit

+22% Twitter

Top Targets

DEMOGRAPHICS

GenZ



INTERESTS & LIFESTYLES

Tech Geeks



Design Lovers



GENDER EXPRESSION

Male/Masculine



Female/Feminine



Top Tags

Decentralized

Ecosystem

Networks

Platform

Token

Building

Users

Social

Irl & Nfts

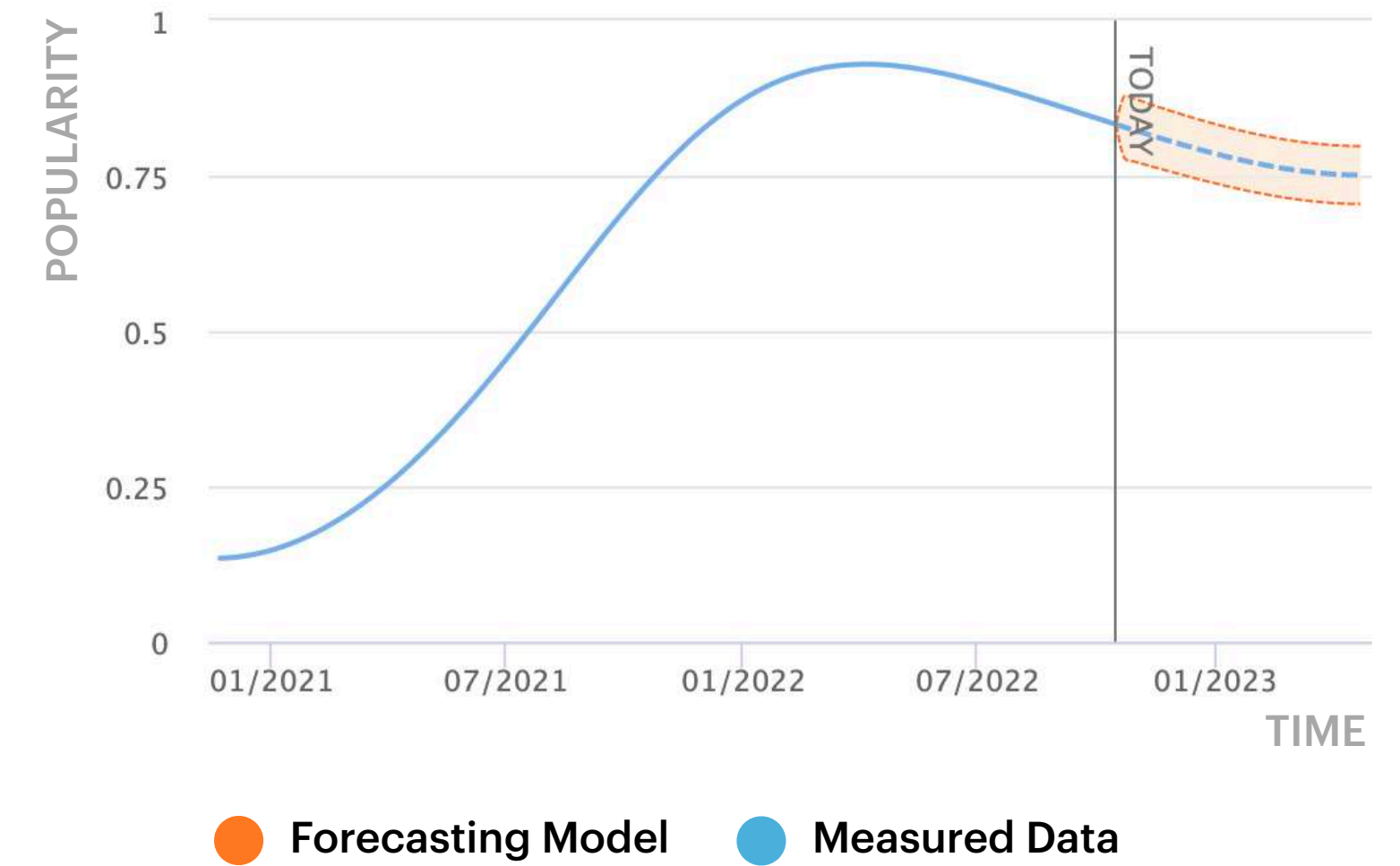
Nextatlas | Insight

+457%

“Irl and Nfts”

GROWTH LAST
18 MONTHS

In Detail Trendline



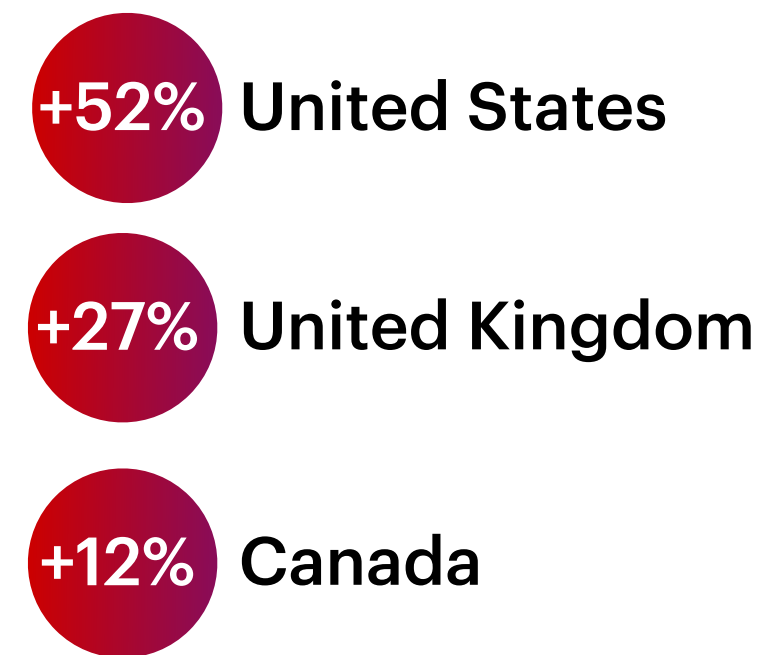
NEXTATLAS INSIGHT

To use rather than collect —
bridging the real and virtual worlds
— might inform the **second
coming of NFTs**

Irl & Nfts

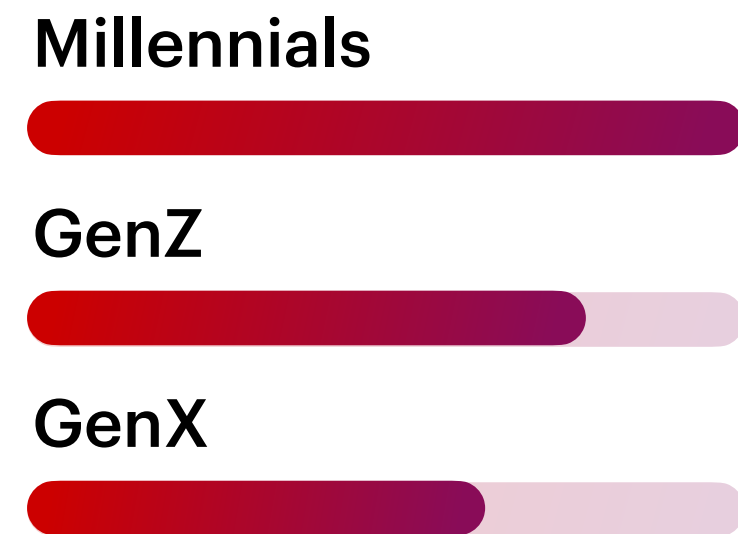
Nextatlas | Insight

Top Places



Top Targets

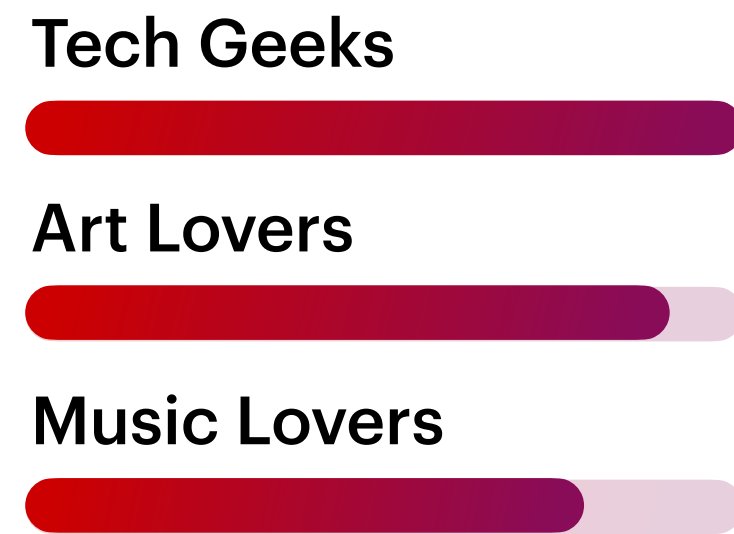
DEMOGRAPHICS



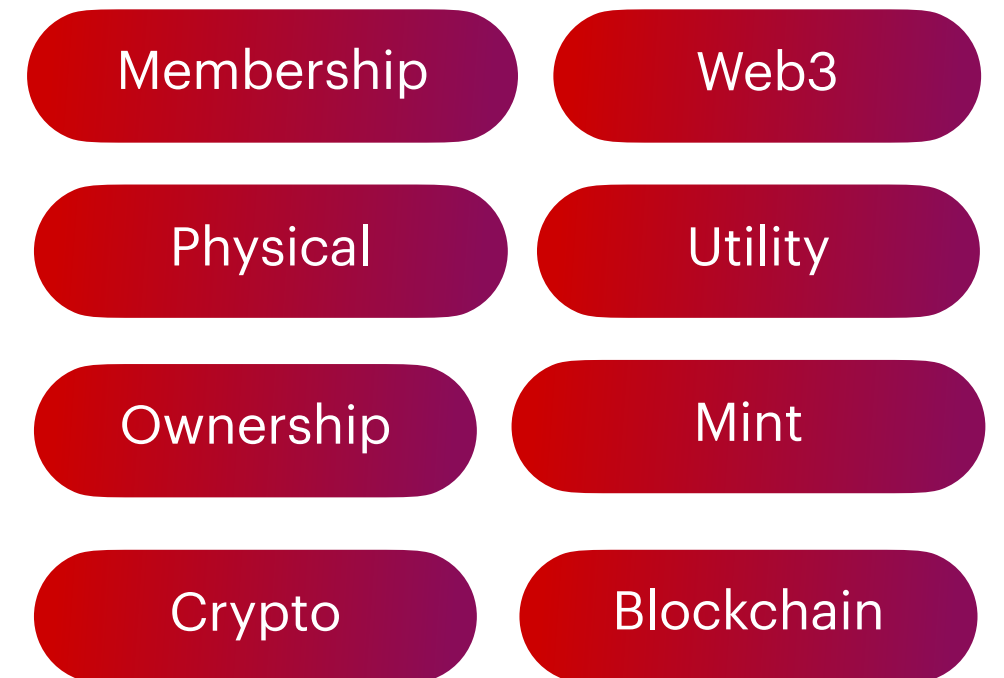
GENDER EXPRESSION



INTERESTS & LIFESTYLES



Top Tags



Ownership & Metaverse

Nextatlas | Insight

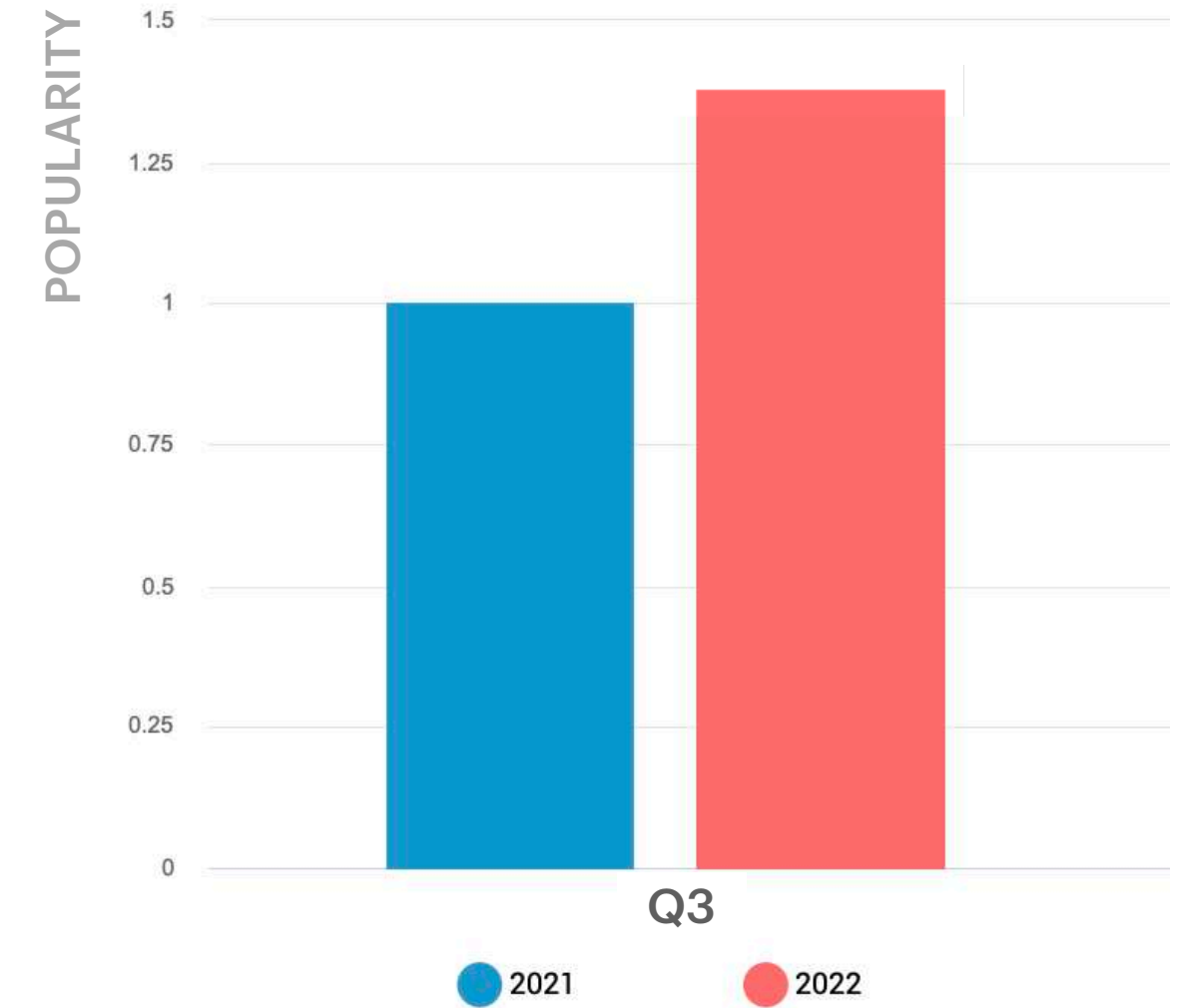
+35%

**"METaverse" +
"OWNERSHIP"**

GROWTH Q3 2022
OVER Q3 2021

In Detail

QoQ



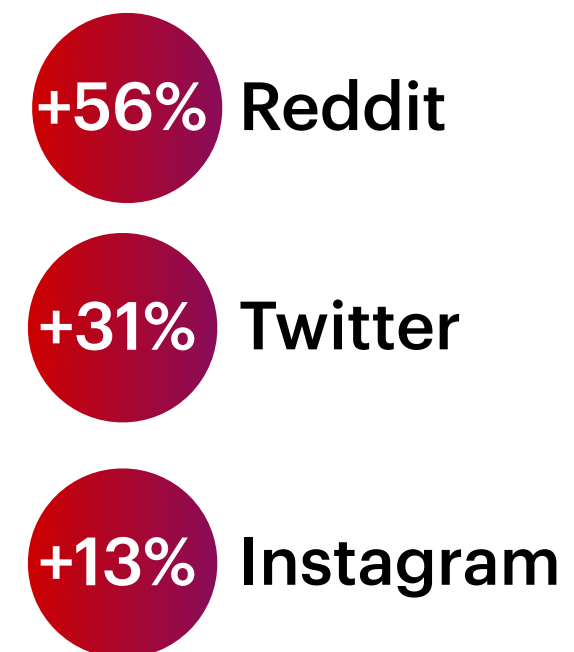
NEXTATLAS INSIGHT

NFTs are changing the way that people perceive **ownership**

Ownership & Metaverse

Nextatlas | Insight

Sources



Top Targets

DEMOGRAPHICS

Millennials

GenX

GENDER EXPRESSION

Male/Masculine

Female/Feminine

INTERESTS & LIFESTYLES

Tech Geeks

Design Lovers

Top Tags

Property

Assets

Creators

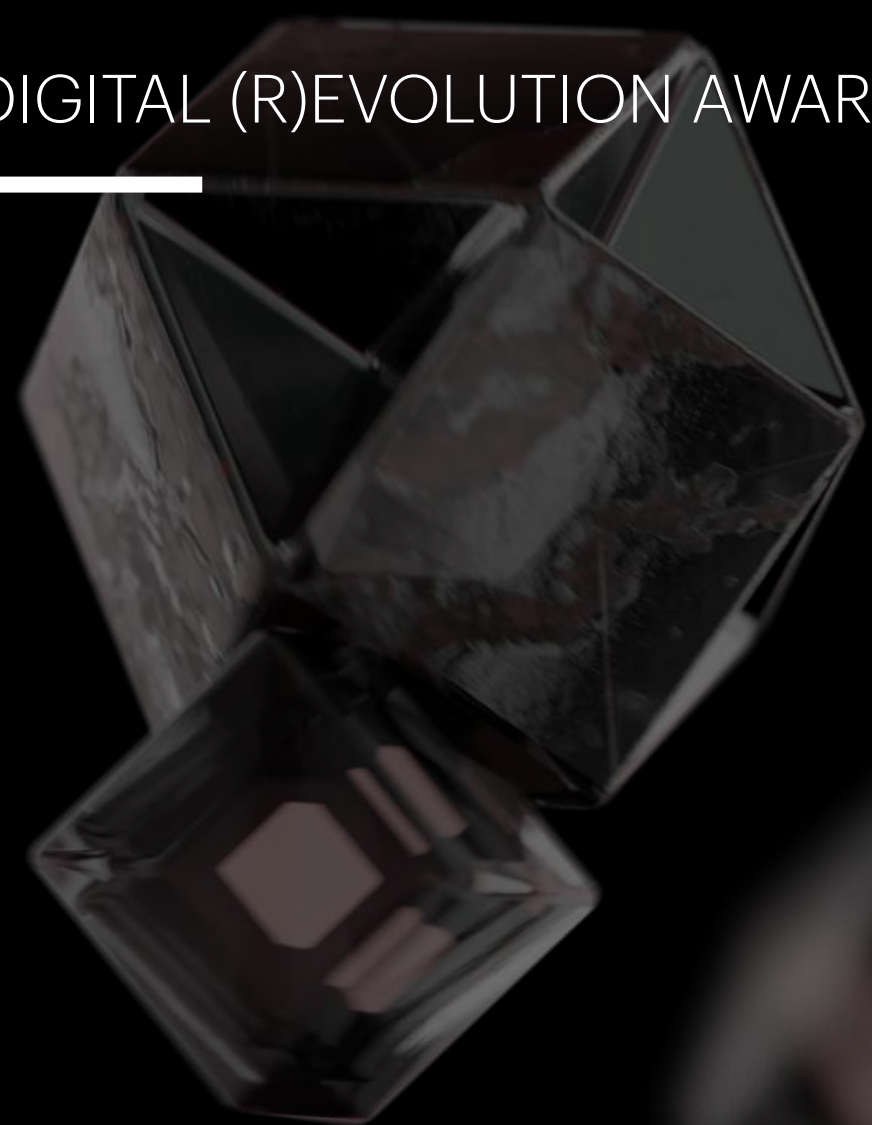
Value

Royalties

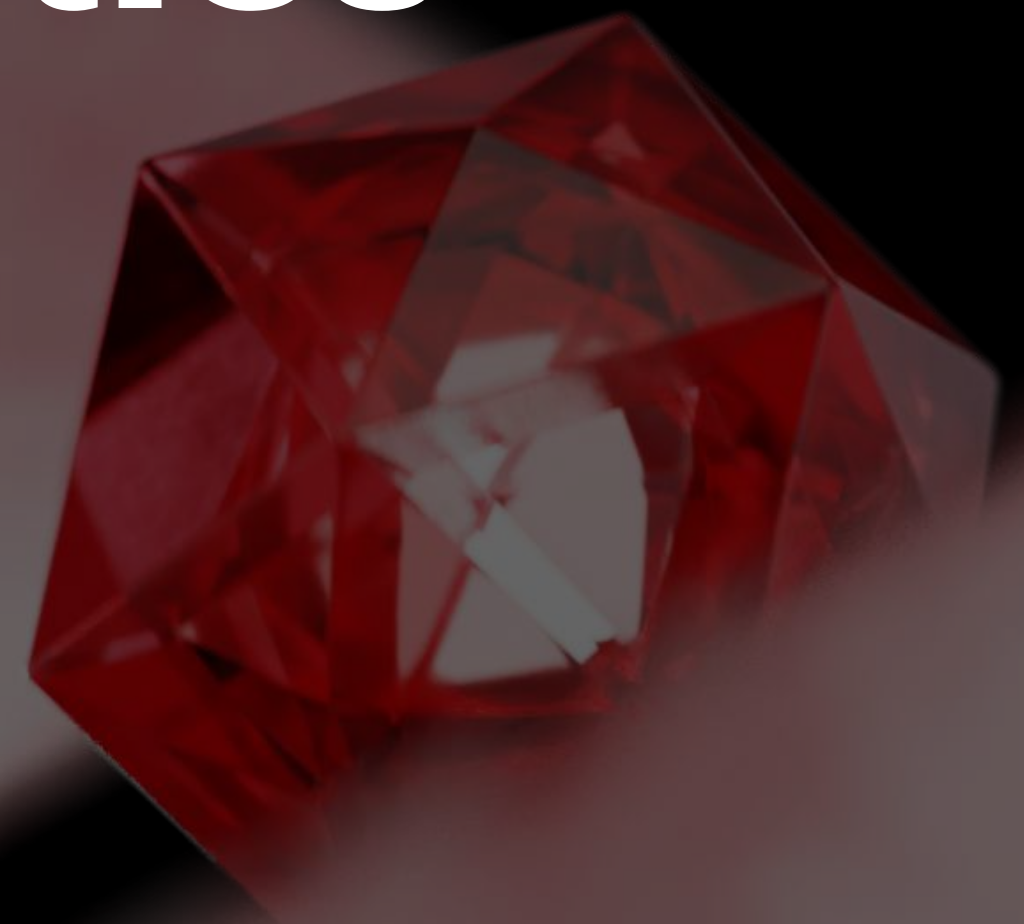
Marketplace

Earn

Copyright



Direct-to- Communities



Creators

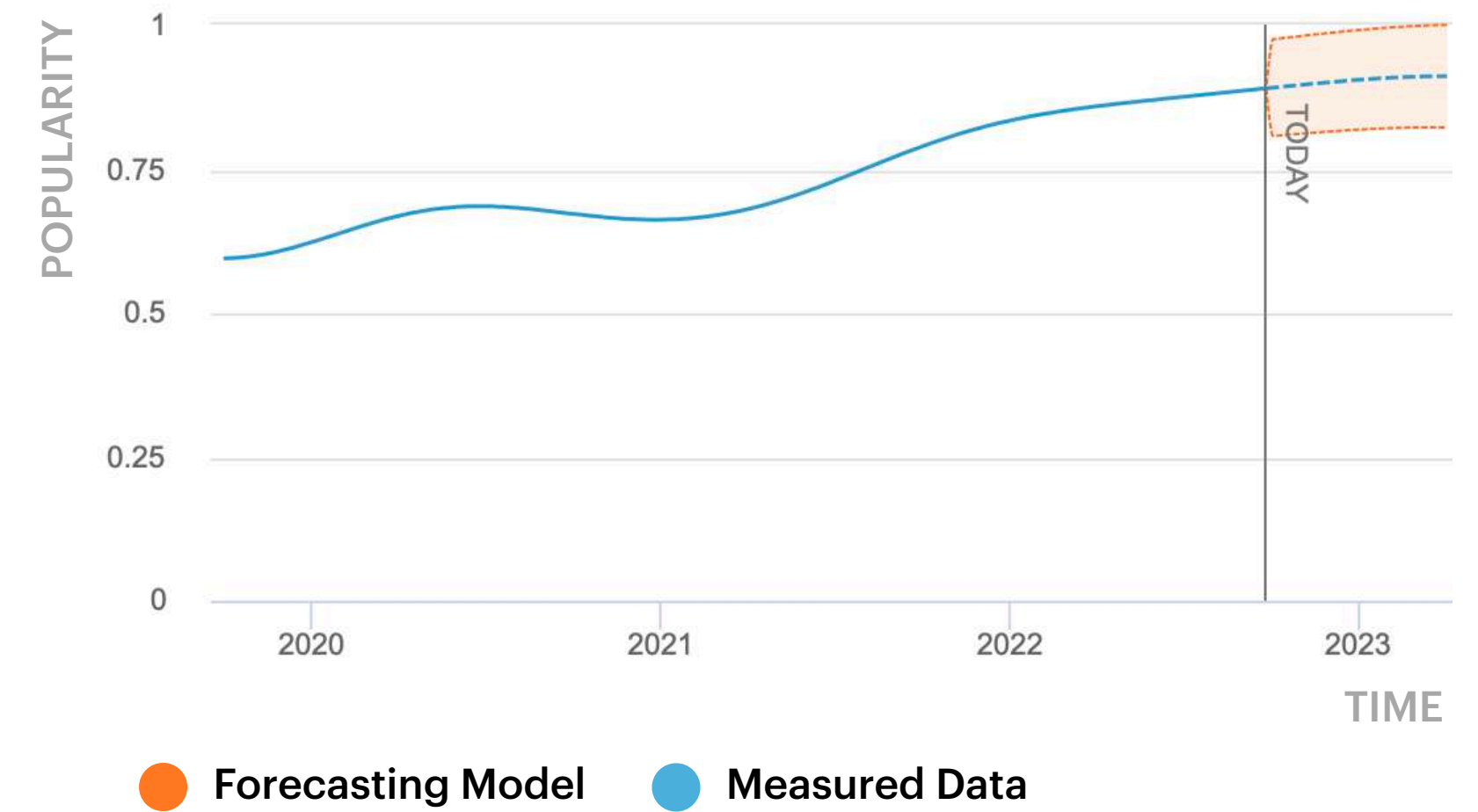
Nextatlas | Insight

+45%

**"Creators"
in Retail**

GROWTH LAST
18 MONTHS

In Detail Trendline



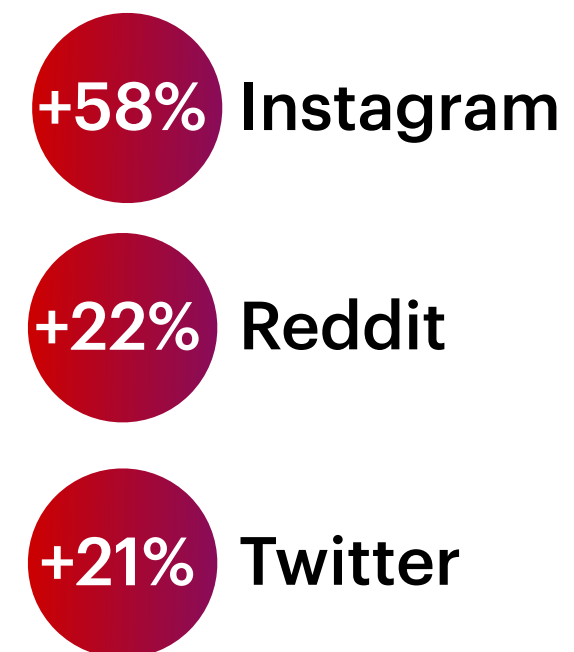
NEXTATLAS INSIGHT

With the rise of social commerce, **creators** are playing an increasingly **important role in product discovery and consideration**

Creators

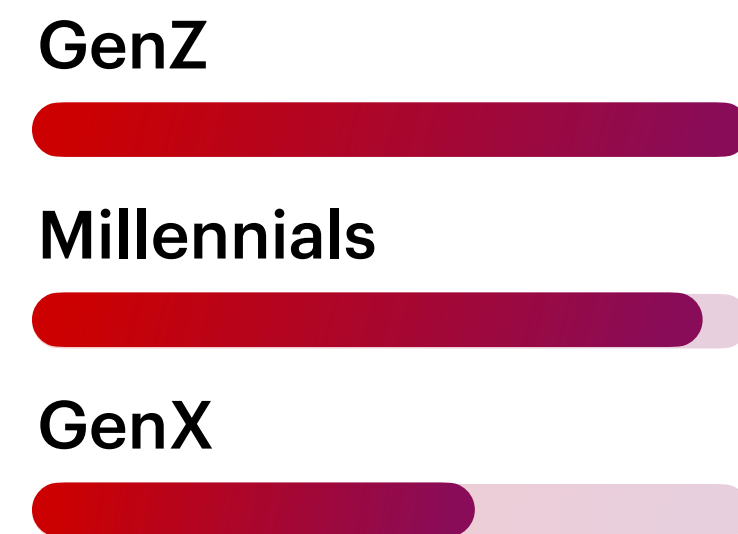
Nextatlas | Insight

Top Places



Top Targets

DEMOGRAPHICS



GENDER EXPRESSION



Top Tags



Local Communities

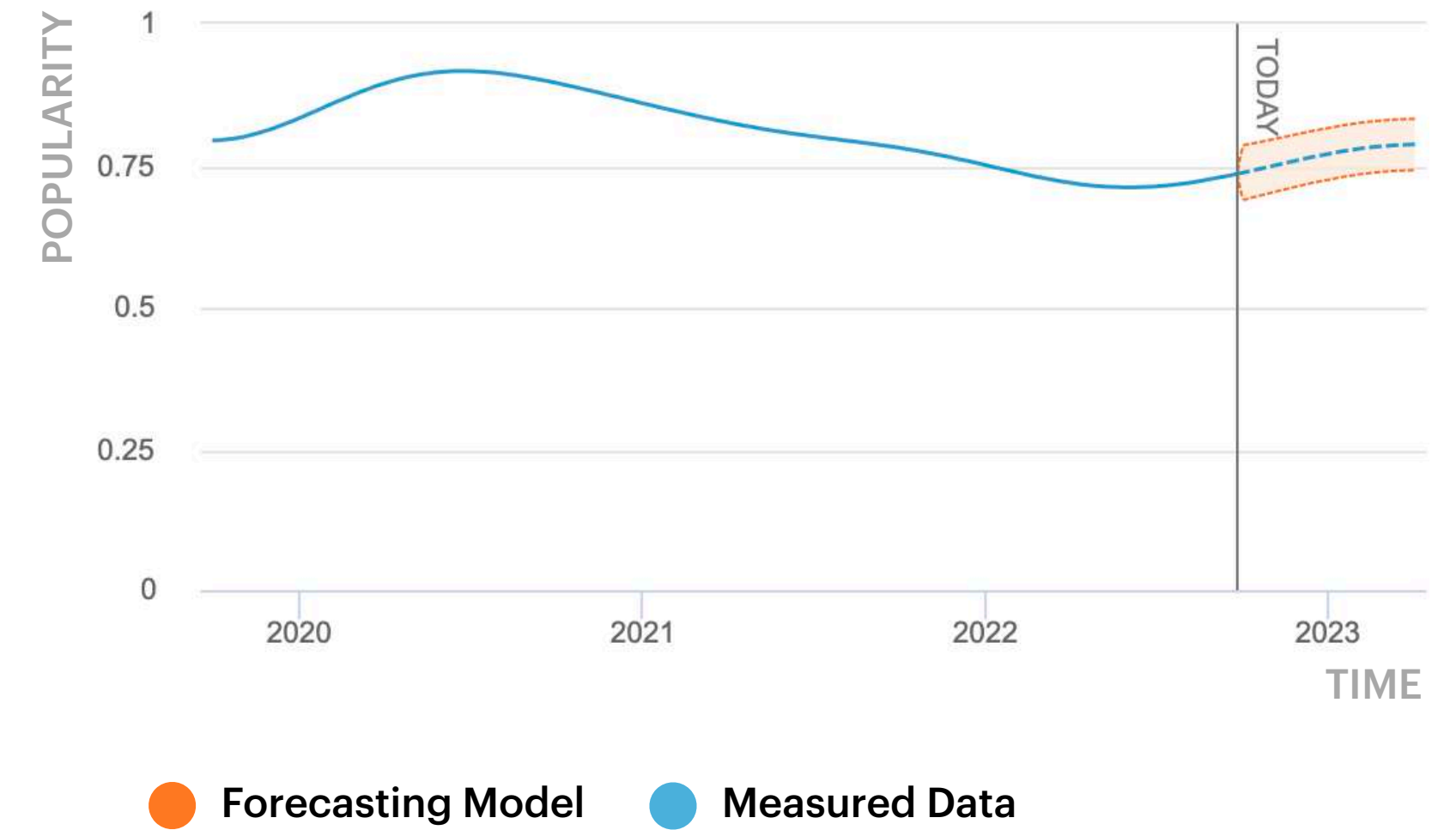
Nextatlas | Insight

+15%

**“Local+Community”
in Adv & Branding**

GROWTH NEXT
6 MONTHS

In Detail Trendline



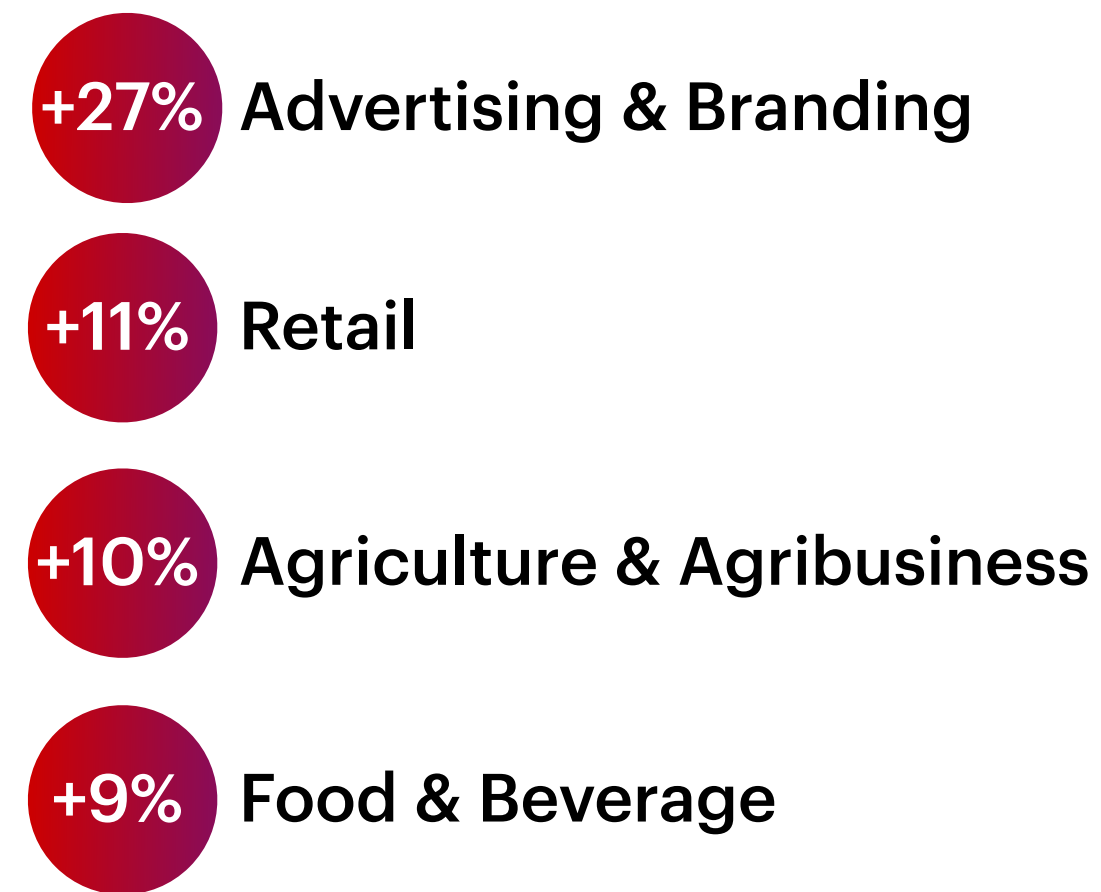
NEXTATLAS INSIGHT

**Storytelling and brand experiences
designed around local
communities are thriving**

Local Communities

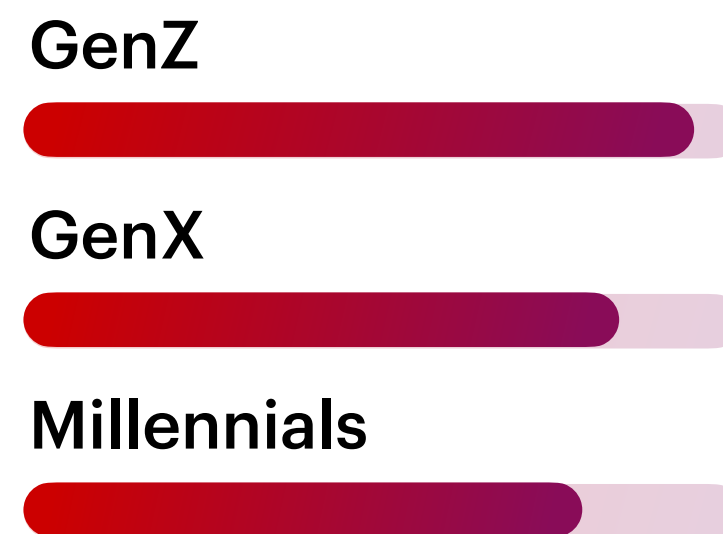
Nextatlas | Insight

Top Industries



Top Targets

DEMOGRAPHICS



Top Tags



Want to know more? Contact us !

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