

BEAUTHENTIC: Successfully Riding Authenticity Trends



OUR STORY AND OUR APPROACH



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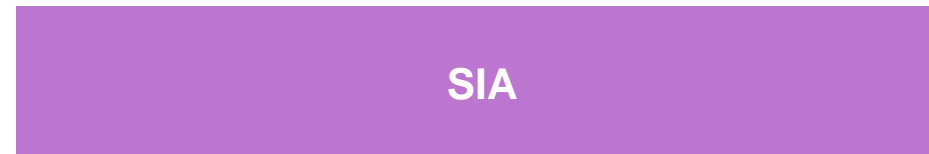
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DIFFERENT NUANCES OF AUTHENTICITY IN FOOD CULTURE

AMARCORD



WITH MY OWN HANDS



THE ART OF FOOD



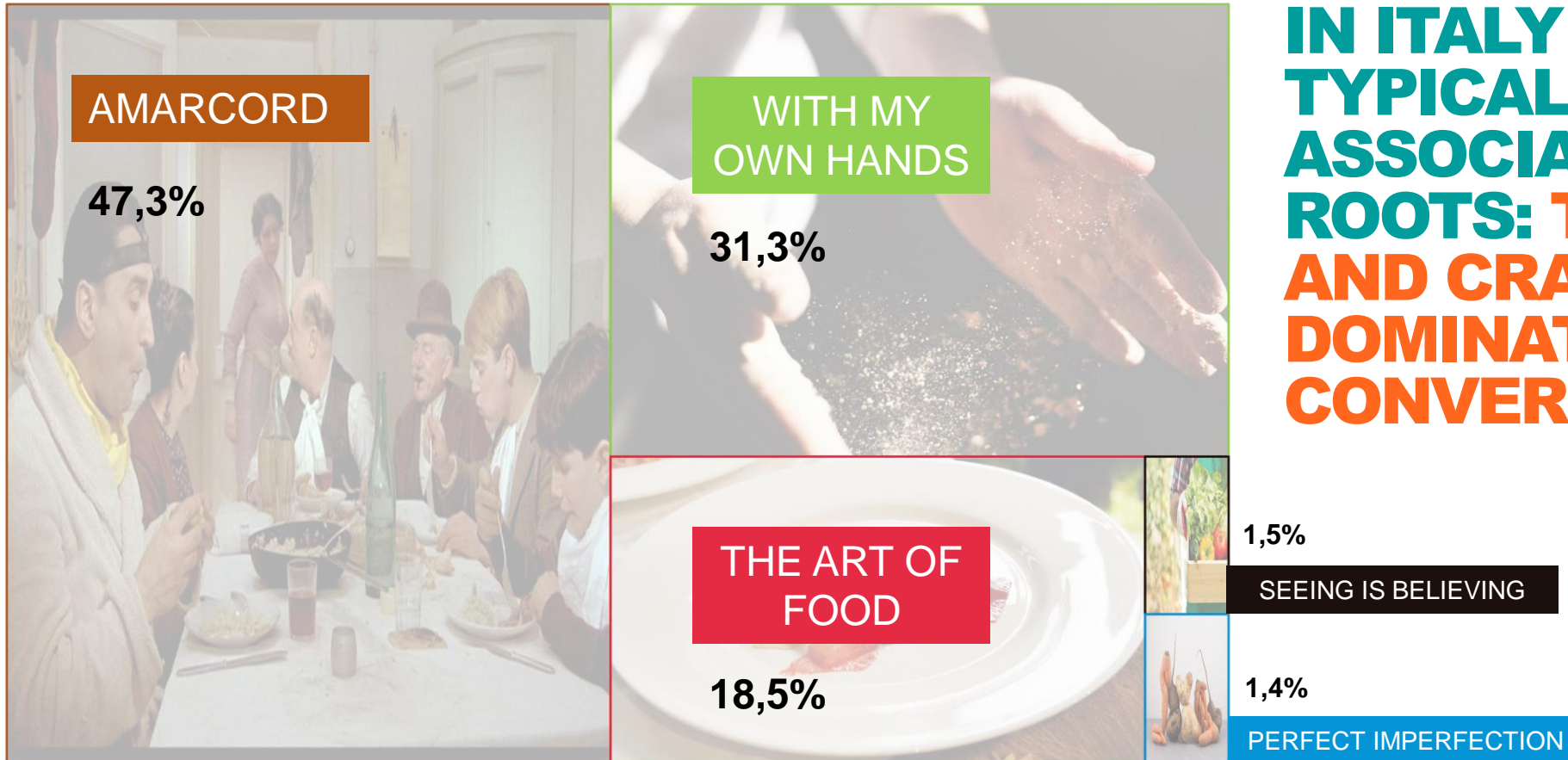
«PERFECT» IMPERFECTION



SEEING IS BELIEVING



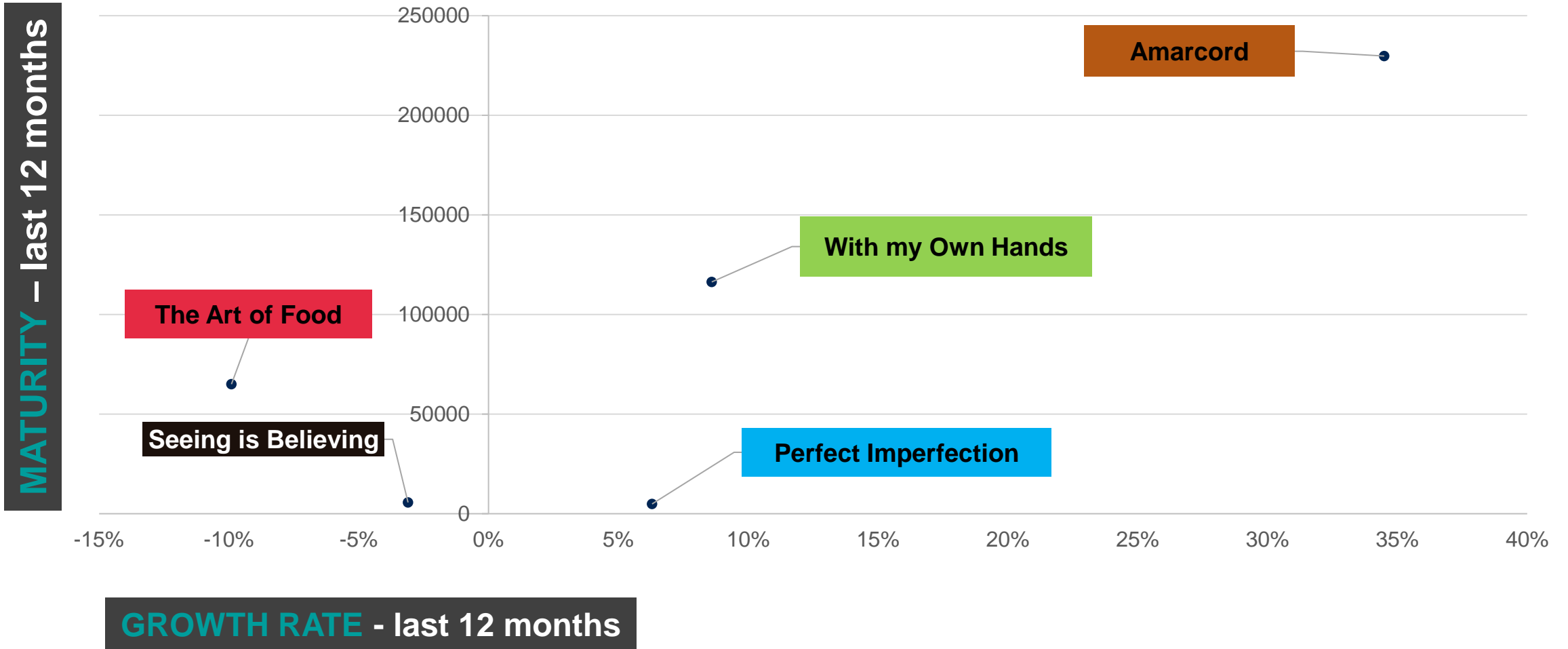
IN ITALY FOOD IS TYPICALLY ASSOCIATED TO ROOTS: TRADITION AND CRAFTSMANSHIP DOMINATE CONVERSATIONS



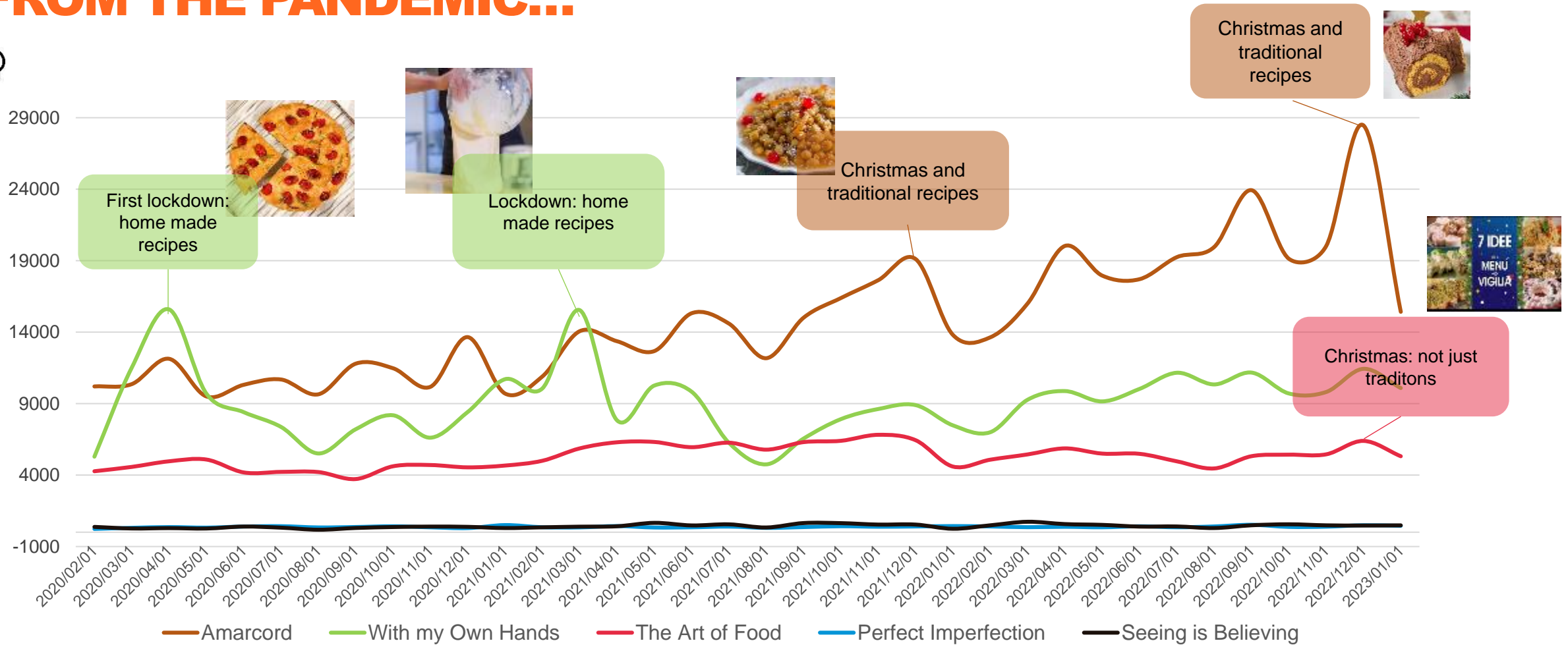
- Amarcord
- With my own hands
- The Art of Food
- Seeing is believing
- Perfect Imperfection

01/02/2020 – 31/01/2023

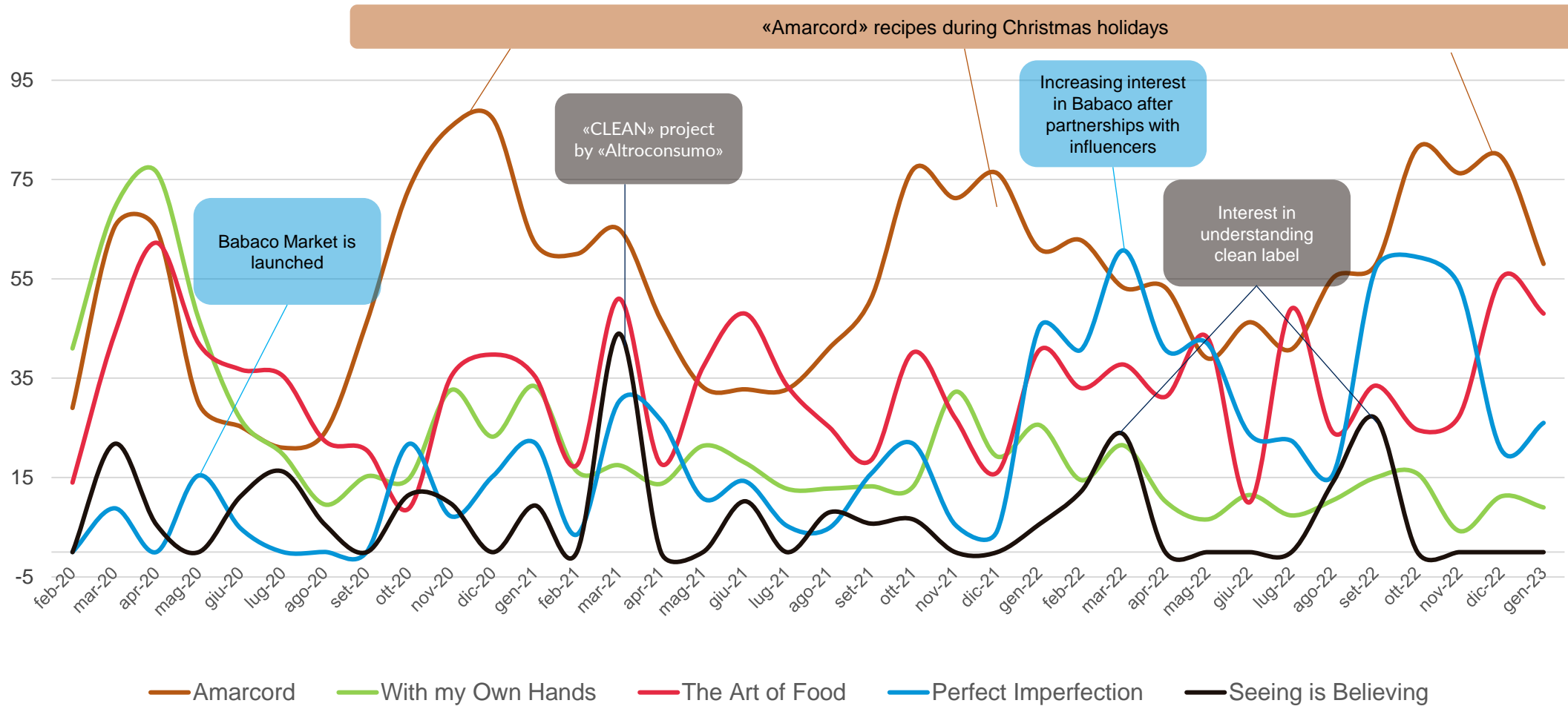
THIS IS REFLECTED ALSO IF WE CONSIDER THE GROWTH RATE OF EACH TREND



«AMARCORD» GROWTH DATES BACK A FEW YEARS, WHILE «WITH MY OWN HANDS» HAS CONSOLIDATED STARTING FROM THE PANDEMIC...



...TRENDS LIKE «SEEING IS BELIEVING» AND «PERFECT IMPERFECTION» MAINLY EMERGED IN THE LAST YEAR





AMARCORD

Italians are united by national and regional recipes yet characterized by familiar heritage of rituals, ingredients, and tastes that make those recipes unique.



EXAMPLES OF AMARCORD

LINKED TO TERRITORY



«Ciao a tutti, vi scrivo dall'Abbruzzo. La marca più conosciuta qui in Abruzzo sono i parrozzi storici di D'Amico e i liquori di Santo Spirito»

Brands that tell stories of the territories they come from, turning their origin as a point of strength

CELEBRATING «REGIONALITY»



Line extensions that enhance the uniqueness and nuances of flavours of Italian regions

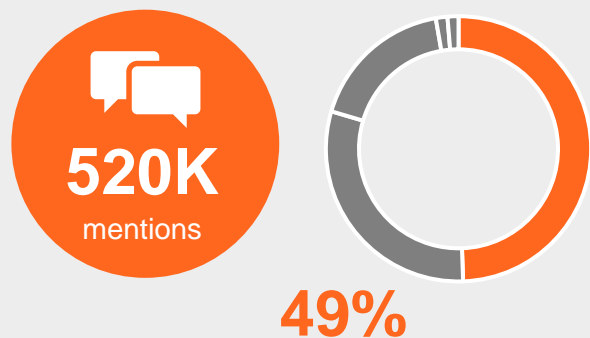


AMARCORD

Personal, local and specific stories, would convey the authenticity of the experience.

AMARCORD

TREND VOLUME /SIZE



MAIN HASHTAGS



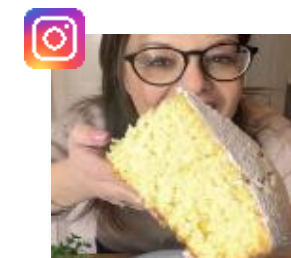
MOST ENGAGING INFLUENCERS



Giovanni Fois
@[giovannifois](#)



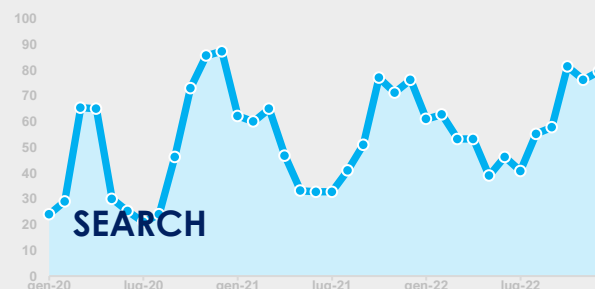
Gessica Runcio
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TREND EVOLUTION





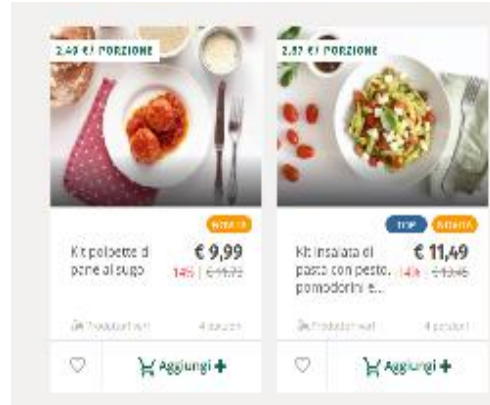
WITH MY OWN HANDS

Hand-crafted food is an important indicator of quality, genuineness and care, but it is also a source of social approval.

Italian consumers don't want to give up on adding their contributions to recipes.

EXAMPLES OF WITH MY OWN HANDS

MEAL BOXES and RECIPES KIT



Hello Fresh and Cortilia: kits and boxes with fresh raw materials

COOKING CLASSES



Barilla Academy :
cooking courses

YOUR PERFECT ORCHARD



Get your own personal orchard at home to grow herbs and seeds



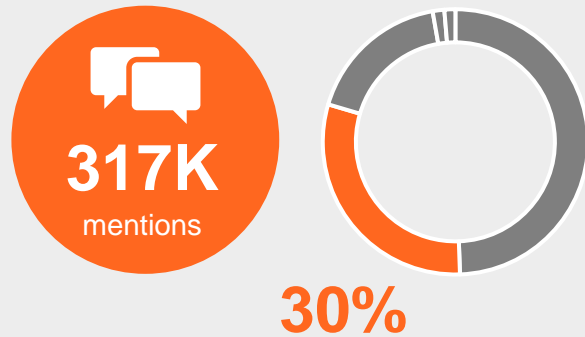
Come coltivare al meglio un piccolo orto

WITH MY OWN HANDS

Leverage on consumers' desire for social approval, creating a space to enable them to perform at best on their own

WITH MY OWN HANDS

TREND VOLUME /SIZE



MAIN HASHTAGS



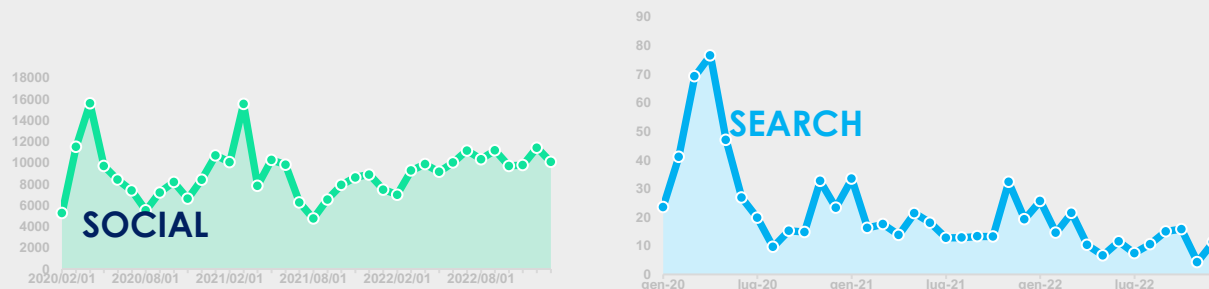
MOST ENGAGING INFLUENCERS

Benedetta Rossi
 @fattoincasadabenedetta

Bruno Barbieri
 @brunobarbieri_chef

Alice Pomiato
 @aliceful

TREND EVOLUTION





THE ART OF FOOD

Authenticity for Italians means not only having a cultural repertoire from which to draw, but also honoring the value of originality and beauty, part of our DNA.



EXAMPLES OF THE ART OF FOOD

DISHES BECOMING PAINTINGS



Chagall



Van Gogh

« Quando andiamo in giro per il mondo visitiamo sempre i musei, perché sono luoghi capaci di esprimere le influenze culturali e architettoniche delle diverse città, dei diversi territori. Così, ho pensato di assecondare questa nostra attitudine, creando un apposito menu dedicato all'Arte, che coniugasse stili e tecniche diverse »

<https://www.finedininglovers.it/articolo/menu-arte-paolo-griffa-2020>

Paolo Griffa's tasting menu inspired by artists

THE ART OF FOOD

Encourage and celebrate the link between **art and food** , pleasing the eye, feeding the brain.

EATING IN ART



Ristorante Enrico Bartolini – MuDEC



Ristorante Fondazione Prada (Torre)



Osteria Gucci – Bottura

Museums & Fashion Brands Restaurants

PACKS & ART



Barilla



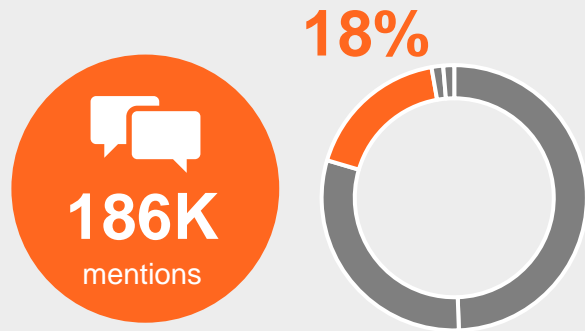
Violetto

<https://www.barilla.com/it-it/pack-limited-edition-barilla>

Collaboration with talented illustrators to create packs and Limited Editions

THE ART OF FOOD

TREND VOLUME /SIZE



MAIN HASHTAGS



MOST ENGAGING INFLUENCERS



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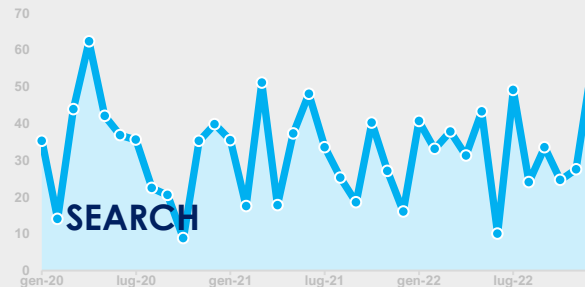
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TREND EVOLUTION





«PERFECT» IMPERFECTION

Imperfection is what makes food authentic, being it part of nature by definition.
Imperfection becomes an asset as answering the need for true quality and naturalness.



EXAMPLES OF «PERFECT» IMPERFECTION

“IMPERFECT FOOD” AT HOME



Babaco Market saves “imperfect” fruits & vegetables by selling them directly to consumers

RECIPES FOR «IMPERFECT» FOOD



Fruita e verdura deformate sono altrettanto buone - le nostre video ricette



Braun supports the consumption of “ugly” foods, by giving consumers recipes to use them

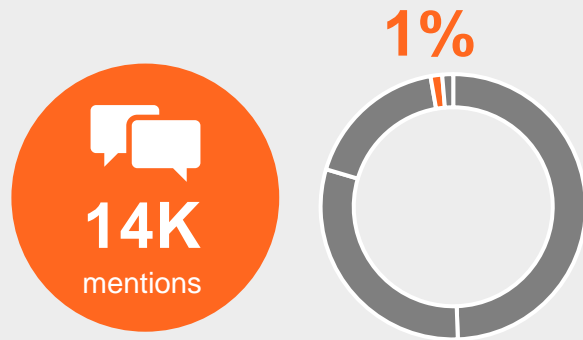
Succhi di frutta
Succhi di frutta bruti? Mai sentiti!
Le mela sono ancora in fiore e anche se sembrano un po' brutte, sono ancora buone per fare un delizioso succo e per ridare il sapore, oggi, grazie al nostro video, anche ai deformati in questo modo.

«PERFECT IMPERFECTION»

A change in point of view, establishing the idea that unattractive is more credible and authentic

«PERFECT» IMPERFECTION

TREND VOLUME /SIZE



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MOST ENGAGING INFLUENCERS



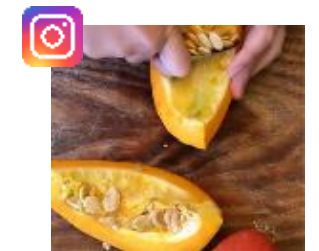
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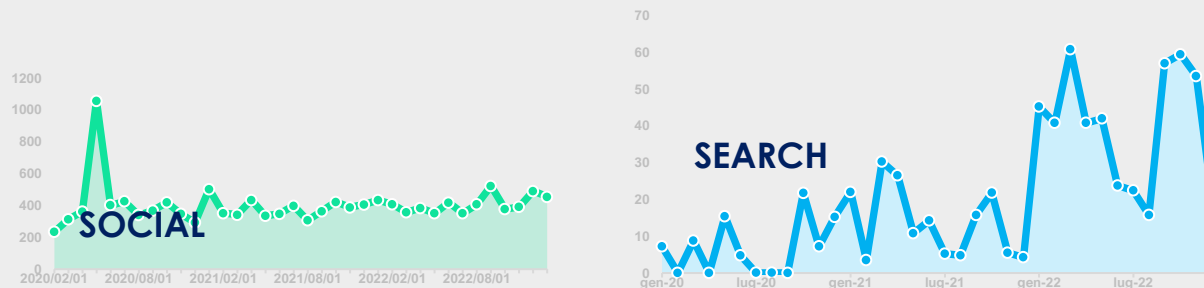
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TREND EVOLUTION





SEEING IS BELIEVING

Consumers feel highly competent when it comes to food,
thus difficult to fool.

A transparent storytelling of the whole production process
means trust.



EXAMPLES OF SEEING IS BELIEVING

TRANSPARENCY ABOUT THE WHOLE PROCESS



Plasmon, Valfrutta and Planet Farms concretely narrate their products through the production chain

STORYTELLING ABOUT PRODUCT QUALITY



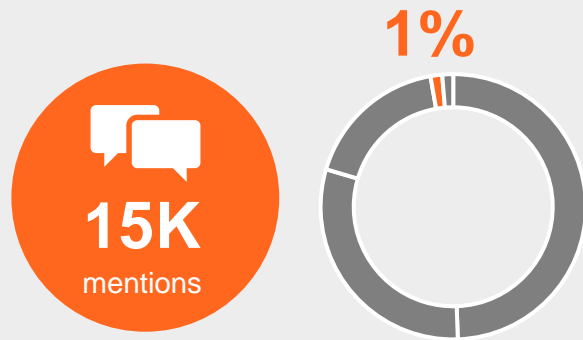
Parmigiano Reggiano invites experts to talk about the product

SEEING IS BELIEVING

Truth and transparency as a value proposition as well as a brand storytelling are key to develop trust

SEEING IS BELIEVING

TREND VOLUME /SIZE



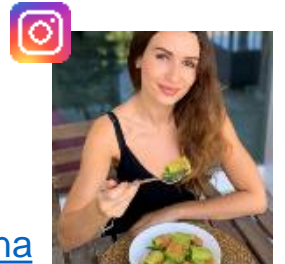
MAIN HASHTAGS



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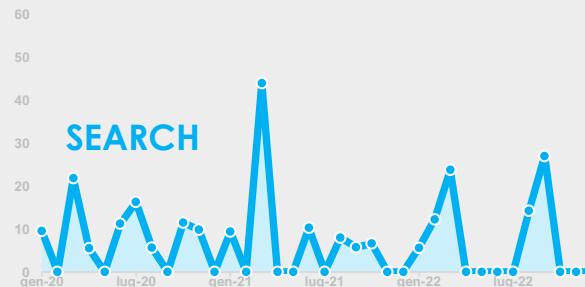
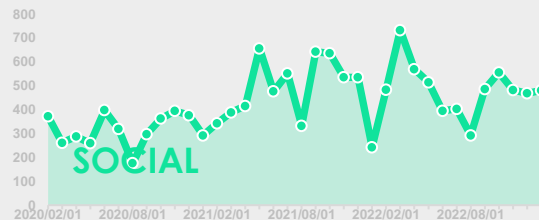
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TREND EVOLUTION



SHAPING AN AUTHENTIC BRAND

 **AMARCORD** _____

 **WITH MY OWN HANDS** _____

 **THE ART OF FOOD** _____

 **«PERFECT» IMPERFECTION** _____

 **SEEING IS BELIEVING** _____

Whatever the trends you are working in, the following three pillars will determine your success

THE BASICS



The know-how and the right to play in a category



The bonding effectiveness

CONSISTENCY



The language and the icons



The consistency of touchpoints

DIFFERENTIATION



The distinctiveness within the trend



The ability to evolve and innovate

CONTATTI

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GRAZIE!

BEAUTHENTIC:
Successfully
Riding
Authenticity
Trends

