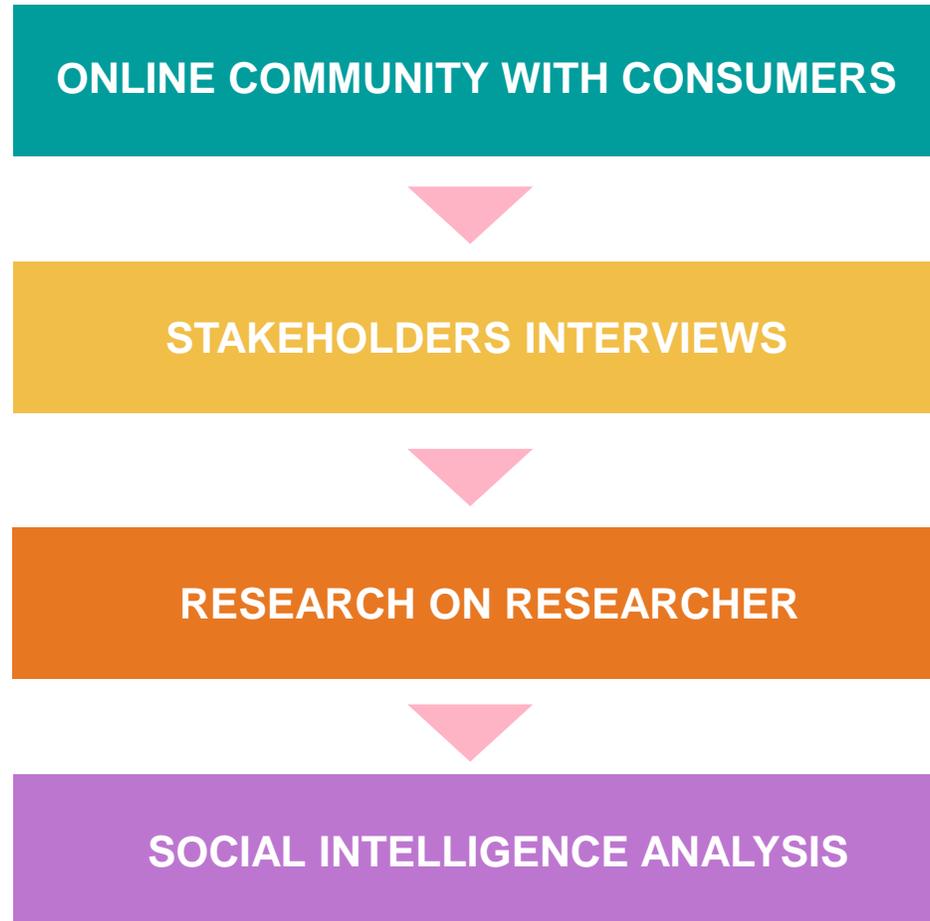


ALL SHADES OF FUN:

Trends, needs, best
cases and new ways
to experience it



OUR APPROACH AND FRAMEWORK OF ANALYSIS



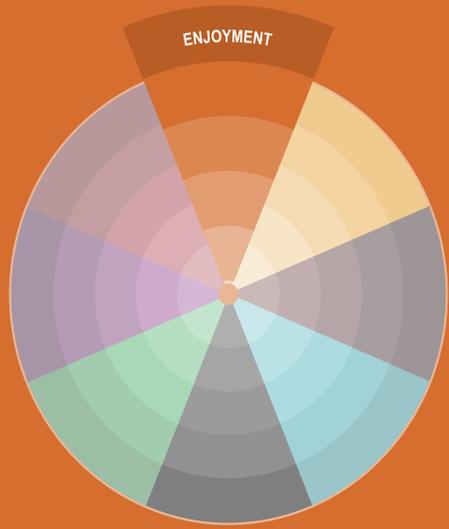
The Censydiam compass of universal human motivations



WHICH ARE THE NUANCES OF FUN?

CENSYDIAM HELPED
US IDENTIFY SEVEN
OF THEM!





PLAYFULNESS RHYMES WITH MINDFULNESS

It's about lightening the weight of the world with a hearty laugh, a playful attitude, and a light-hearted spirit, all done with intention and consciousness.

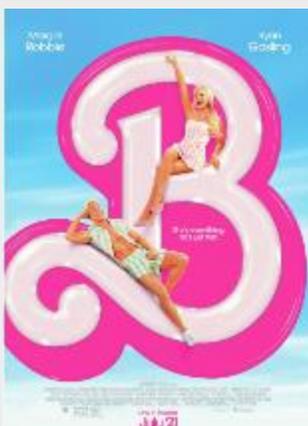


HOW TO WORK ON THIS NUANCE

What's the opportunity for brands? RELIEVE THEM!

To bring fun into categories or territories traditionally experienced as 'the opposite of fun', conveying serious messages or tackling serious tasks by using gamification or an uplifting and ironic tone of voice.

SIGNALS

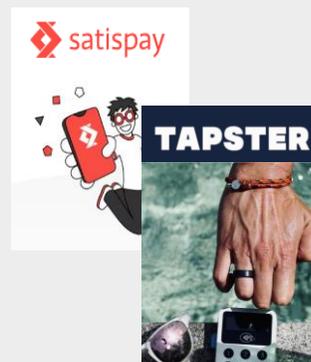


The **Barbie "phenomenon"**: from a symbol of superficiality to an icon of gender issues – a way of dealing with roles and stereotypes in a light-hearted yet conscious manner.

LESSONS FROM BRANDS



Using sarcasm and an ironic tone of voice, **Taffo** deconstructs taboos around death and funerals establishing a groundbreaking communication in its category.



Satispay and **Tapster**, with a wearable payment ring, bring easiness, fun and gamification in payments.



Menarini – with its **Laila** spot – “*Per sentirsi più leggeri*” – treats the issue of moderate anxiety with a light-hearted tone of voice.

DO'S

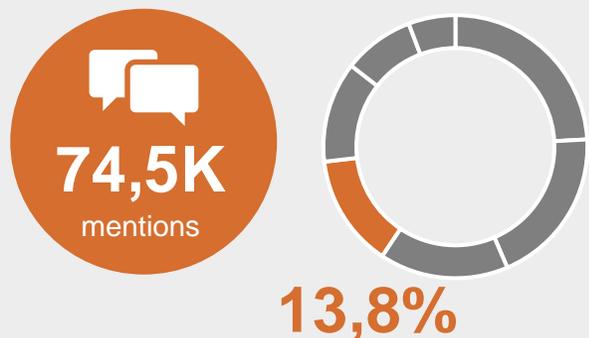
- Dare to mock traditions and taboos
- Balance a light-hearted spirit with serious commitment

DONT'S

- Be silly and shallow
- Forget to be meaningful
- Be disrespectful or irreverent

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS



KEEP AN EYE ON...



They use 'POV' formats to poke fun at common Italian stereotypes, offering a satirical commentary on society.



This page tackles current and often sensitive topics with a heavy dose of sarcasm, sparking debate and reflection.



They use puns to make current events a laughing matter!

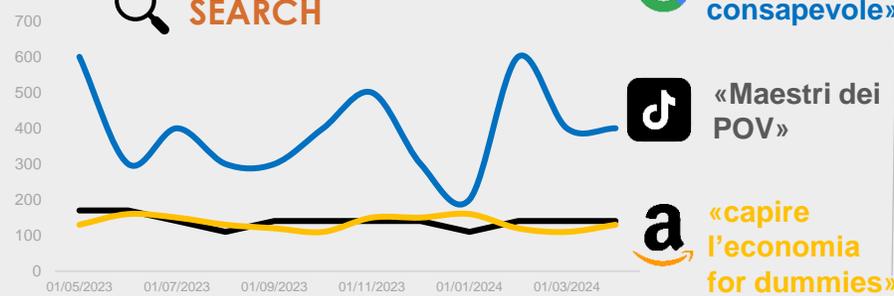


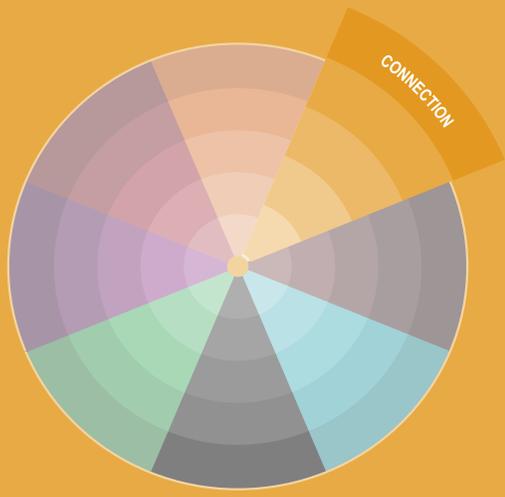
TREND EVOLUTION

SOCIAL



SEARCH





SHARE, NOT SHOW

The value of sharing moments of fun, not as a 'show-off' attitude, but rather as a way to build meaningful connections. It's about creating shared experiences that foster unity and mutual understanding.



HOW TO WORK ON THIS NUANCE

What's the opportunity for brands? SHARE MEANING!

To turn the brand as an aggregator to create sharing moments and communities around it, avoiding show-off and paving the way for meaningful connections between people.

SIGNALS



We're not really strangers is a purpose-driven card game and movement all about empowering meaningful connections. It helps break down barriers and encourages conversation about real life problems, lifestyle, beliefs and more.

LESSONS FROM BRANDS



Red Bull with the live event **64 Bars Live in Scampia** (Naples), landed to its second edition, created not just a music event but an occasion to gather local young communities through the shared passion for rap music and local artists.



Harley Davidson has been fostering a sense of community amongst its users, with the spontaneous birth of the HOGs - Harley Owner Groups



Pet Nabor is a mobile app that allows neighbours to share pet care such as feeding, dog walking, dogs errands: a fun hobby and occasions to connect with neighbours.

DO'S

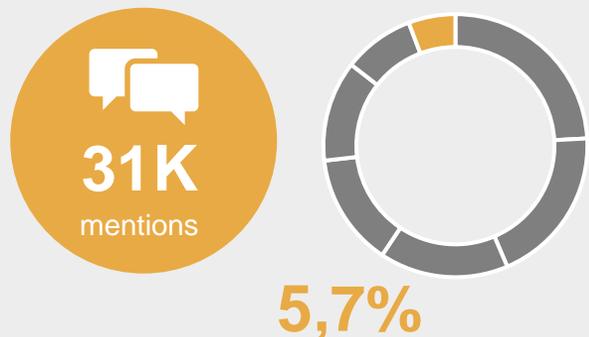
- Offer shared experiences in a real-world setting
- Build on already existing communities and give them the opportunity to access the 'main stage'
- Be credible in offering experiences that are consistent with the brand

DONT'S

- Encourage show-off nor promote a performative culture
- Forget your brand but neither over-promote it
- Be just a provider of experiences but rather a facilitator of spontaneous ones

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS

#giochidisocietà
 #digitaldetox
 #giochidatavolo
 #fantasanremo
 #friends #offline

KEEP AN EYE ON...



@amica.mi

Her goal is to bring together people who want to have fun but don't know who to do it with



@comehome.fun

It's all about connecting people who crave new experiences, shared passions, and awesome connections through all kind of events - house parties, outdoor adventures, local hotspots, online hangouts, and trips

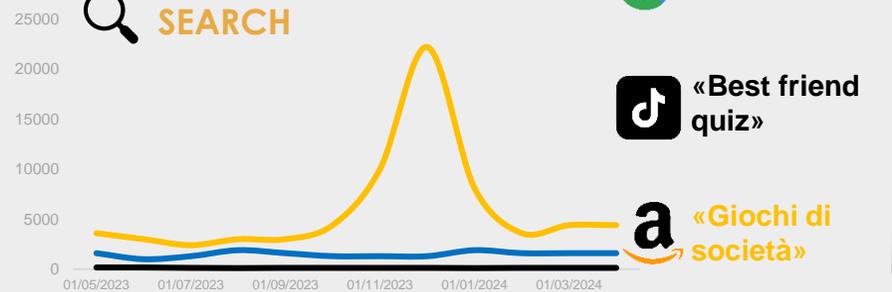


TREND EVOLUTION

SOCIAL



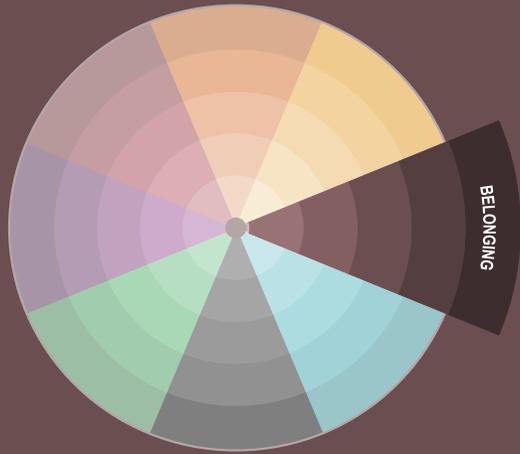
SEARCH



«Digital detox»

«Best friend quiz»

«Giochi di società»



BACK TO THE CORE

The (re)discovery of simple, genuine and local ways and habits to experience fun. It's about stripping frills down to go into the true heart of experiences and enjoyment.



HOW TO WORK ON THIS NUANCE

What's the opportunity for brands? BE AUTHENTIC!

To seize authentic and original shades of enjoyment, as well as to provide experiences that help discovering 'genuine' local habits and traditions.

SIGNALS



In Milan, a group of friends organizes open Burraco tournaments, gathering a community born on Instagram.



Local communities are reinventing old kiosks as places to meet with neighbourhood and sell books, music and art in the picture, **Aedicola Lambrate**).

LESSONS FROM BRANDS



Heinz has gone outside football stadiums with an impactful campaign, using the traditional food trucks experience as a medium to connect consumers and its products.



Eatwith allows people to try genuine culinary experiences by putting them in contact with other people who are open to welcome strangers in their homes.



In Milan and other major cities around the world, **Miu Miu** launched the event "Summer Reads," taking over an old newsstand. Here, the brand gifts books and ice creams, celebrating literature and culture.

DO'S

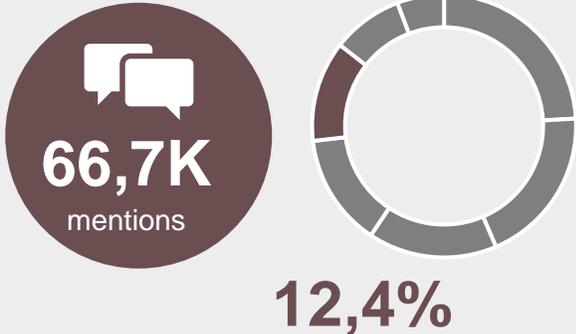
- Avoid unnecessary 'frills' to create the essence of the experience of fun
- Dive in both brands' roots and local markets' habits to find a bridge between them
- Be modest and keep it simple

DONT'S

- Be overly nostalgic
- Create antagonisms between local and global
- Misrepresent (e.g. with stereotypes) or exoticize

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS



KEEP AN EYE ON...



@postisinceri

From cozy bars to bustling trattorias and lively social clubs, they celebrate the heart and soul of these beloved spots.



@spacedelicious

Showcasing the charm of simple, genuine places, highlighting their authenticity and deliciousness.

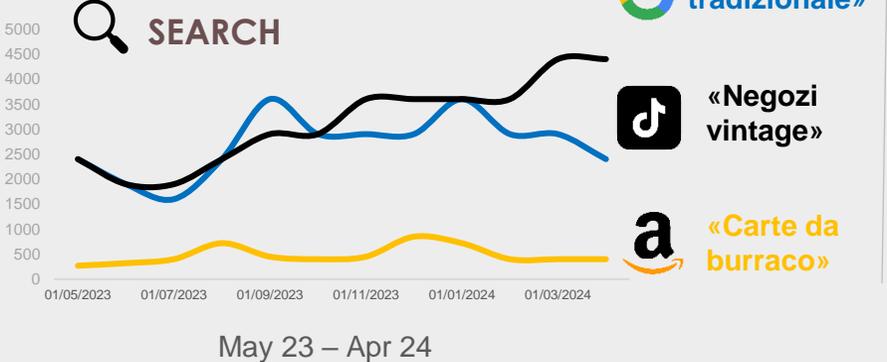
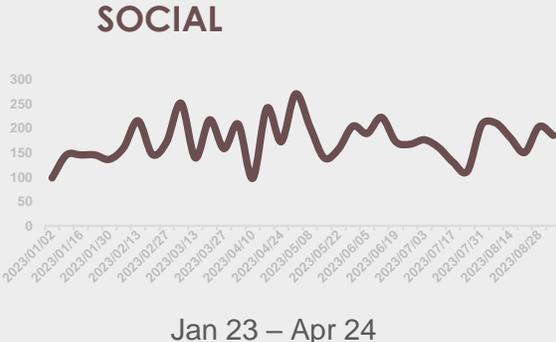


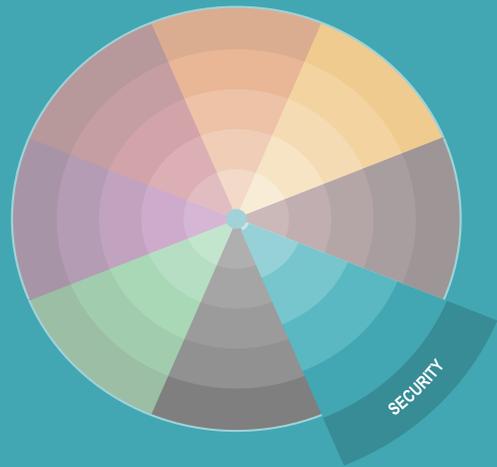
@ita_pictures

Page full of hilarious old photos that'll have you saying 'OMG, remember that?!'



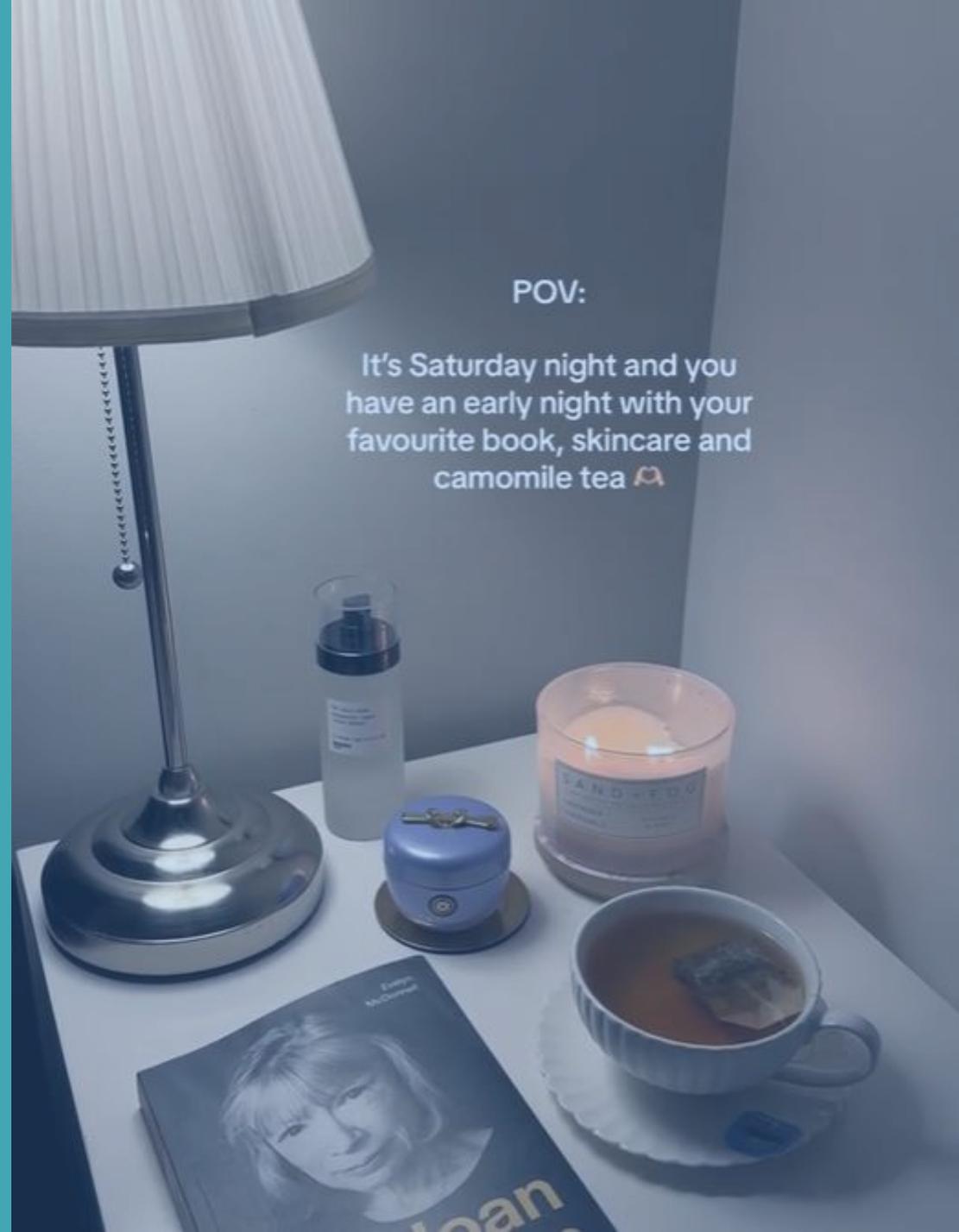
TREND EVOLUTION





SLOW FUN

Fun is experienced in a calm and intimate way through quiet and relaxing, yet pleasurable moments of individual escapism, meeting the need to slow down the pace of life.



POV:

It's Saturday night and you have an early night with your favourite book, skincare and camomile tea 🍵

What's the opportunity for brands? COCOON THEM!

To be present in those quiet and solitary moments with products and services, having a tangible role in the occasion, but also taking a step back, without being overwhelming.

SIGNALS

The New York Times



It's My Party and I'll Read If I Want To

Reading Rhythms bills itself as a series of "reading parties," where guests read silently for an hour and chat with strangers about the books they brought. (Just don't call it a book club.)

«Reading parties» are wild in New York. Hashtags such as «Joy of Missing Out» and «Early night» have become more and more used, to describe a relaxing way of having fun at home.

LESSONS FROM BRANDS

DAYUSE

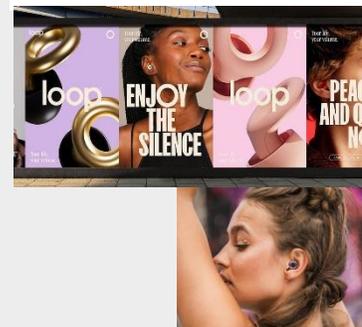


Calm Club Big Night In

Calm Club offers various ranges of kits designed to let people enjoy their evenings at home.

Dayuse is a platform that allows users to book hotel rooms during the day (excluding nights), providing a unique opportunity for relaxation and comfort.

loop earplugs



Earplugs are becoming cool: targeting young people, the brand **Loop** launched a line of design earplugs "made for better sleep, deeper focus and calm"

DO'S

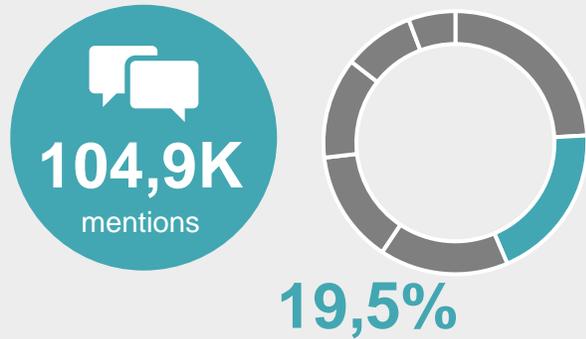
- Be subtle, offer a gentle presence, not being the center of attention
- Enhance a targeted individual experience and exploit the situation to the maximum
- Be comforting and understanding with regards to the need for a slower pace

DONT'S

- Be overwhelming, pushy or too disruptive
- Promote the *FOMO* culture
- Forget to find a strong role for the brand / product in the experience promoted

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS



KEEP AN EYE ON...



They're the ultimate millennial mood: all about that slow-paced life, proving you can be cool without the hustle.



Her "Serate Anziane" merch line is all about chill fun: proof you don't need to go wild to have a good time.

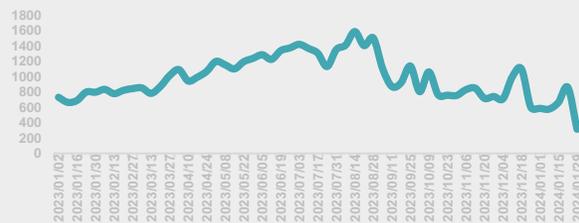


They're all about celebrating the simple things in life - good people, good vibes, and taking it slow.

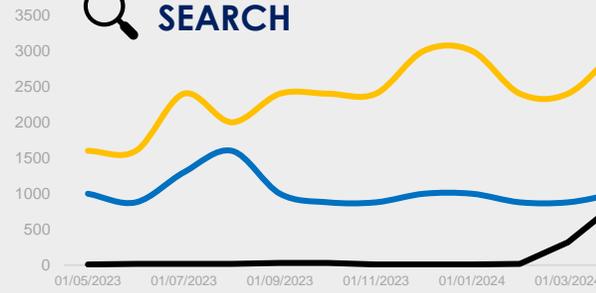


TREND EVOLUTION

SOCIAL



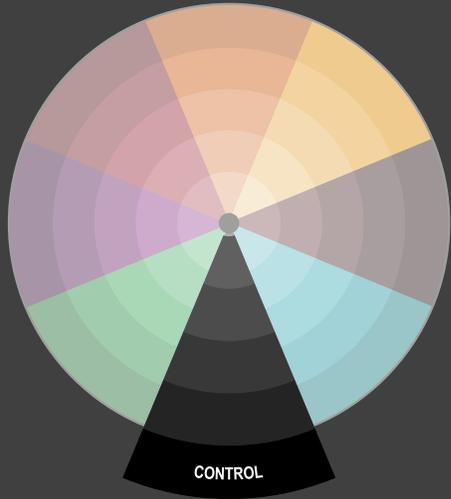
SEARCH



«Staycation»

«Earlynight»

«Loop earplugs»



CONTROL FREAK FUN

The enjoyment of rationally organizing free time and leisure, as well as the experience of duties and house chores as fun and cool activities.



HOW TO WORK ON THIS NUANCE

What's the opportunity for brands? FREAK OUT WITH THEM!

To leverage on the fun side of highly functional and rational products and services, switching the mere usage into an entertaining experience.

SIGNALS



Bullet journaling has become a trendy activity



The rise of TikTok cleaners, who reach millions of followers by showing ways to clean better

LESSONS FROM BRANDS



Letterboxd is a social cataloguing service that allows to keep track of the movies you've seen, make lists and categorize.



«Conosco un posto» launched a branded bullet journal to organize notes and details about visited bars, restaurants and places.



Ikea leverages on the organizational strive of its users, often indulging their moods.

DO'S

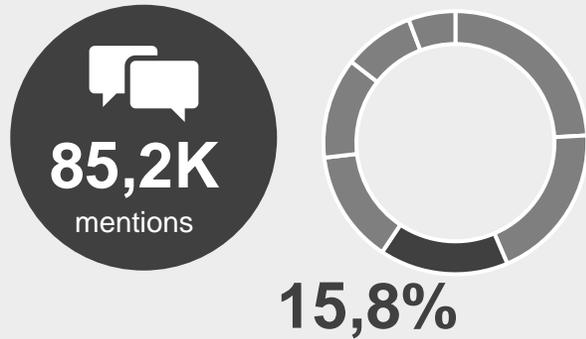
- Acknowledge and be open to unconventional ways to have fun
- Embrace consumers quirks without judging

DONT'S

- Be overcomplicated or messy
- Forget the fun side of rationality
- Be remote and cold

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS

#bulletjournal
 #tips #cleantok #bujo
 #cosedicasa #todolist #decluttering
#bulletjournaling
 #organizzazione
 #routine

KEEP AN EYE ON...



@lacasadimattia

Focus on the funny effect with dances combined with cleaning and a light and friendly tone of voice.



@armadiodigrace

She enjoys organizing her house and drawers so much that she wants to help others organize their homes too!



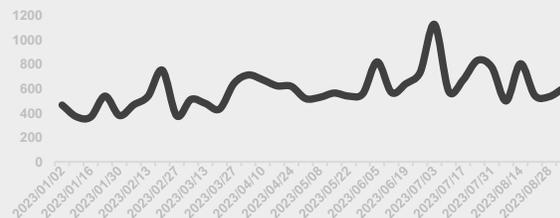
@feebujo

Her bucket lists are bursting with color and creativity, making everyone else want to follow her lead

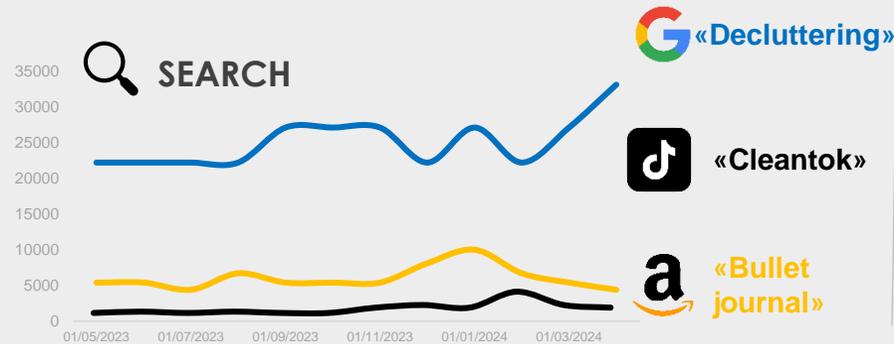


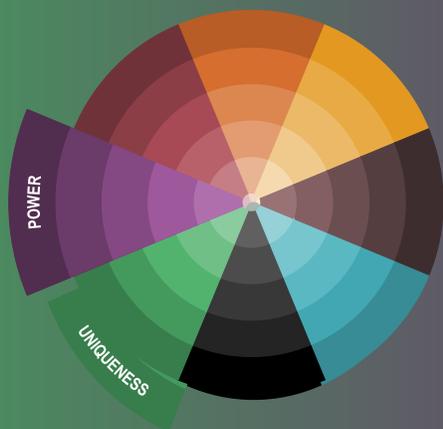
TREND EVOLUTION

SOCIAL



SEARCH





FUN TIME, SKILLS TIME

It's about combining business and pleasure:
learning new things and skills to become *the most
interesting person in the room*, all while having fun.



HOW TO WORK ON THIS NUANCE

What's the opportunity for brands? FEED THEIR BRAINS (AND EGO)!

To offer learning experiences and knowledge around brands or products and even beyond, to provide skills development and make consumers stand out amongst friends.

SIGNALS



In bars and shops the offer of activities and courses, combined with drinking and hanging out situation, is rapidly growing (e.g. **Drink&Write**, **pottery classes**...).



Clementoni, in partnership with **Will Media**, has launched a board game on politics and current events, to meet people's desire to impress

LESSONS FROM BRANDS



Innocent has carried out a call-to-action campaign to knit small hats for their juice bottles, inspiring consumers to learn knitting



Starbucks Academy offers courses and workshops to become the perfect barista and recreate coffee specialties at home

DO'S

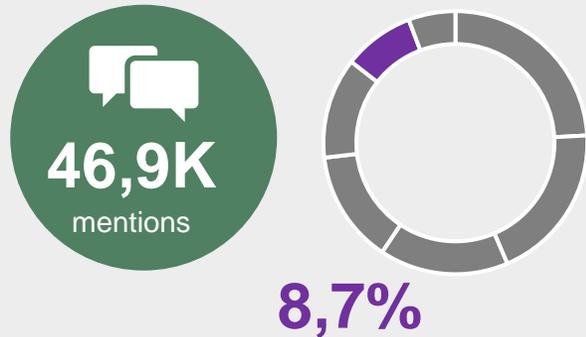
- Be a provider or facilitator of knowledge and skills enhancement
- Tear down the barrier between brand and consumers and treat them as peers and experts
- Be challenging and stimulate the desire to stand out

DONT'S

- Play on mainstream territories or latest trends / fads
- Be superficial, unaware or rough about topics of interest
- Be heavy but rather inject playfulness in knowledge

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS



KEEP AN EYE ON...



@giuliavalentina

Posts stories with interesting facts about terms found in foreign TV series.



@normasteaching

Teaches English in a super fun way with creative and engaging content.



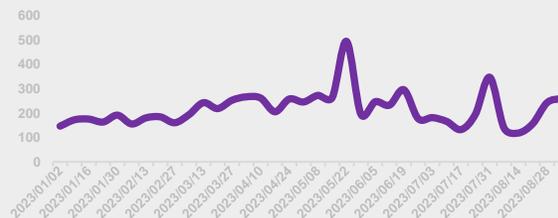
@chimicazza

Explains the chemical and physical principles of everyday life, always with a touch of irony

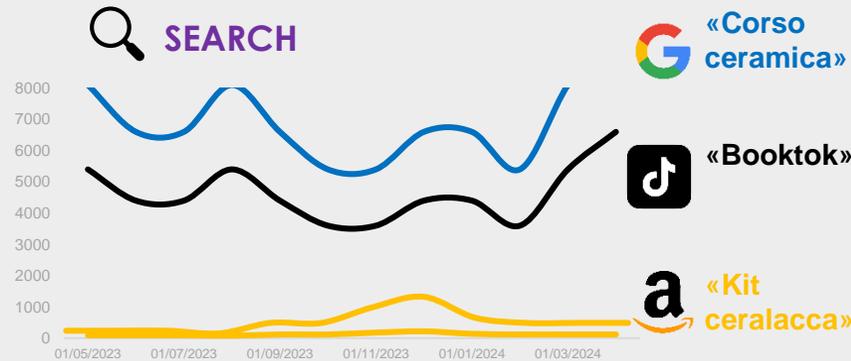


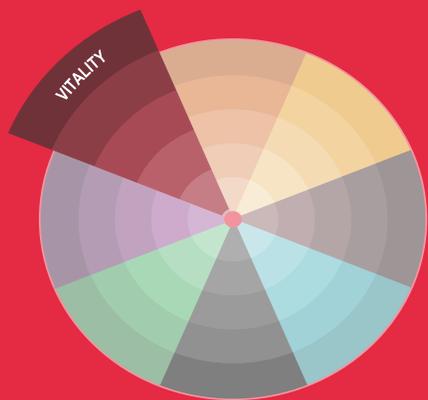
TREND EVOLUTION

SOCIAL



SEARCH





SENSORY WONDER

In a hyper connected world, disconnecting from tech & internet and having unexpected, sensorial and immersive experiences can be truly exciting.



HOW TO WORK ON THIS NUANCE

What's the opportunity for brands? BE IMMERSIVE!

To surprise with new, immersive experiences, promoting product and brand through its sensorial dimensions.

SIGNALS



Forest bathing has become a way to submerge completely and to absorb good vibrations

CORRIERE DELLA SERA



Cosmo: «Niente cellulari ai miei concerti: occhi e corpo sono liberi»

Italian artist **Cosmo** compels viewers to be in the moment and enjoy the show without smartphones by putting stickers on their cameras.

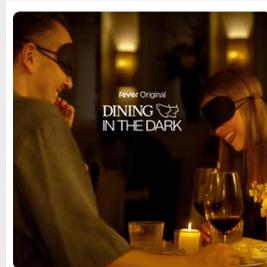
LESSONS FROM BRANDS



Barilla's **GranCereale** new campaign revolves around five senses (re)awakening.



QC's recent rebranding revolves around sensorial involvement, starting with the tagline.



Chaos Lab - Libera la creatività!



Paint in the Dark: Laboratorio di



Candlelight: Tributo a Vasco Rossi

Fever organizes highly immersive experiences where the multi-sensorial component is key.

DO'S

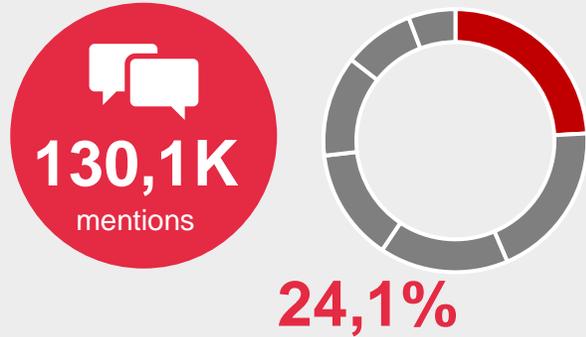
- Surprise with something unseen
- Be concrete through sensorial stimulation
- Disconnect from digital and 'zero senses' becoming highly physical

DONT'S

- Be predictable and conventional
- Forget to leverage strongly on the 5 senses for marketing strategies, especially communication

FROM SOCIAL CONVERSATIONS

TREND VOLUME /SIZE



MAIN HASHTAGS



KEEP AN EYE ON...



@2men1kitchen

They're blowing minds by proving food isn't always what it seems – like bubble tea that's secretly tortellini in broth!



@simi.larity

She defines herself as a 'travel dreamer,' with a goal of exploring magical places close to home.



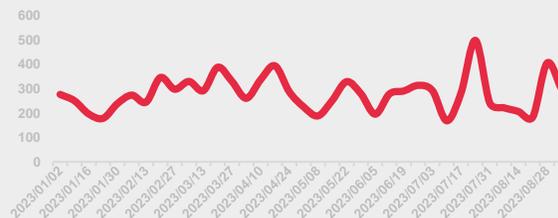
@thetravelization

They travel to breathtaking places, seeking out unique and unforgettable adventures

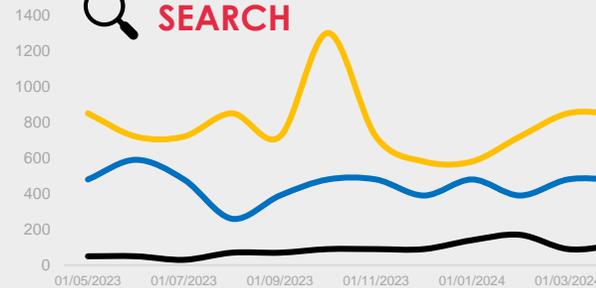


TREND EVOLUTION

SOCIAL



SEARCH



«Esperienza immersiva»



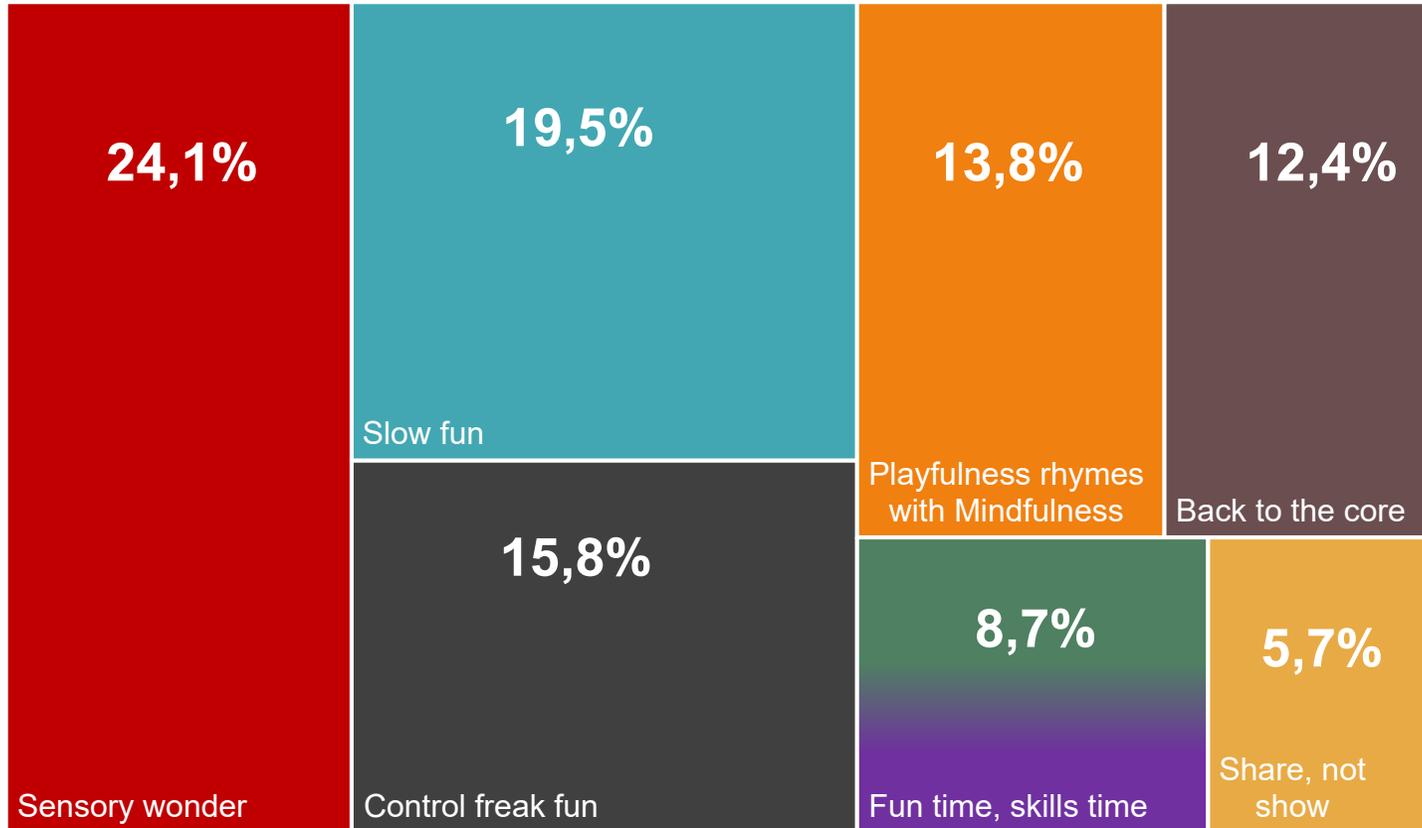
«Musei immersivi»



«Forest bathing»

**HOW ARE THESE
TRENDS
REFLECTED IN
SOCIAL
CONVERSATIONS?**

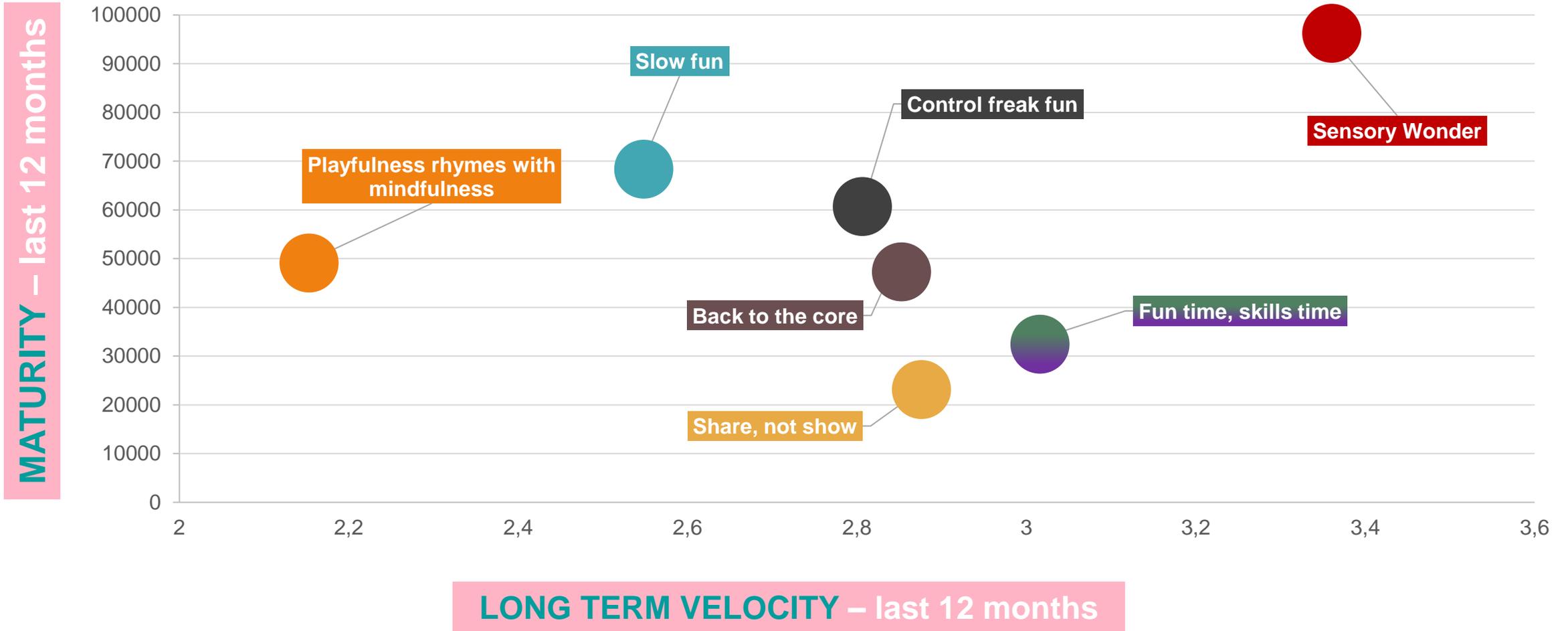




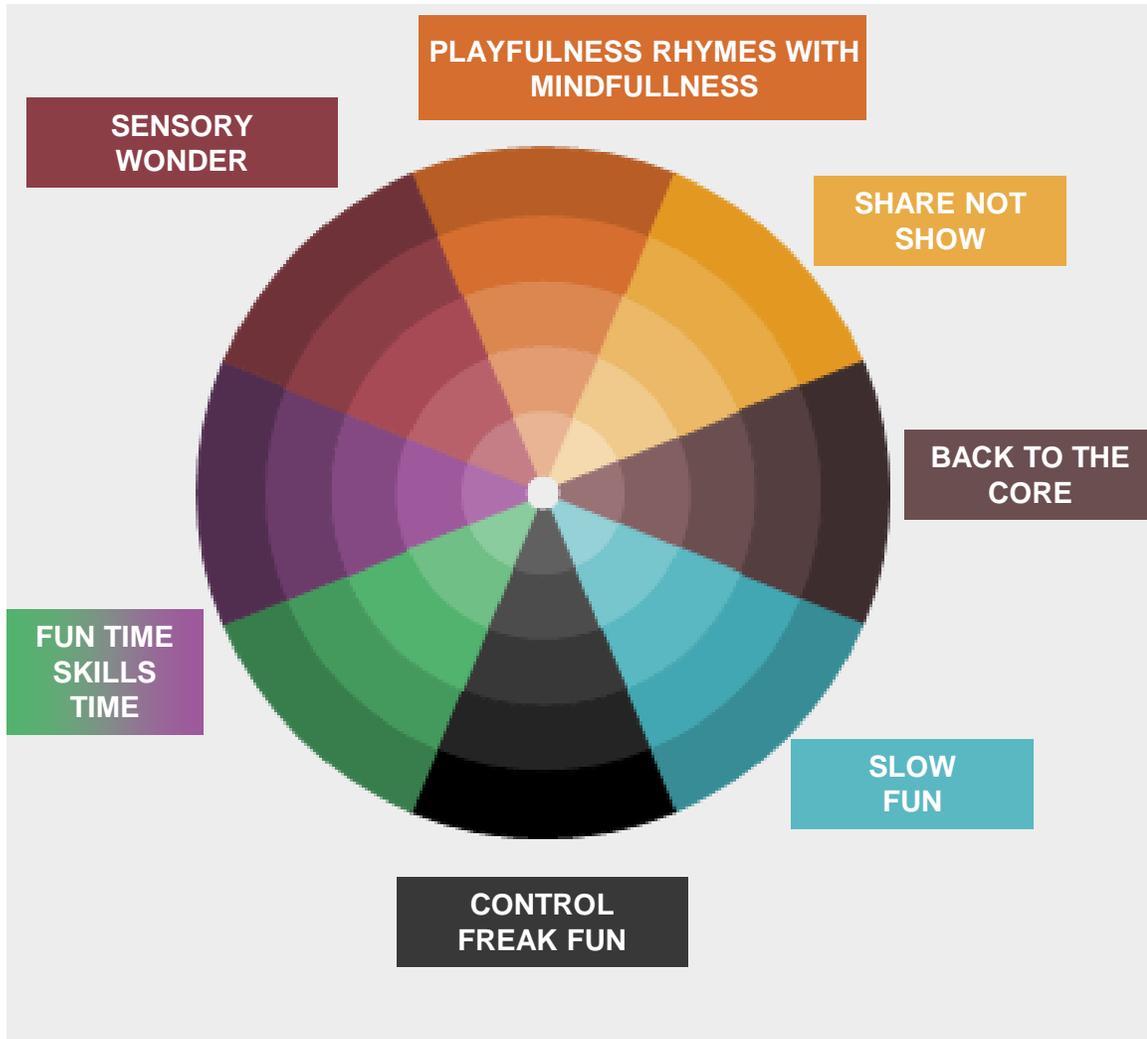
IN SEARCH OF LIGHTNESS: ITALIANS SEEK SENSORY IMMERSION AND WONDER WITHIN A SLOWER, MORE CONSCIOUS PACE OF LIFE

515.6K total conversations from social media

THE DESIRE TO BE AMAZED IS IN FACT DESTINED TO GROW MORE THAN OTHER TRENDS



HOW CAN BRANDS LEVERAGE FUN?



Whatever the territory to play in, remember to...

BE THERE...BUT NOT TOO MUCH!

Be present and take a step back at the same time: put people and experiences under the spotlight.

BE WONDROUS...IN A WORLD WITH LACK OF WONDER!

Intrigue consumers through a certain degree of mystery and high sensorial immersion.

BE FUN...EVEN WHEN NOT EXPECTED!

Find fun even in activities and categories that traditionally revolve around rationality and security.

THANK YOU.

