

III EDIZIONE



DIGITAL (R)EVOLUTION AWARDS

Be Digital
With Us!

2024 edition

BAIN & COMPANY 

01

BAIN RESEARCH

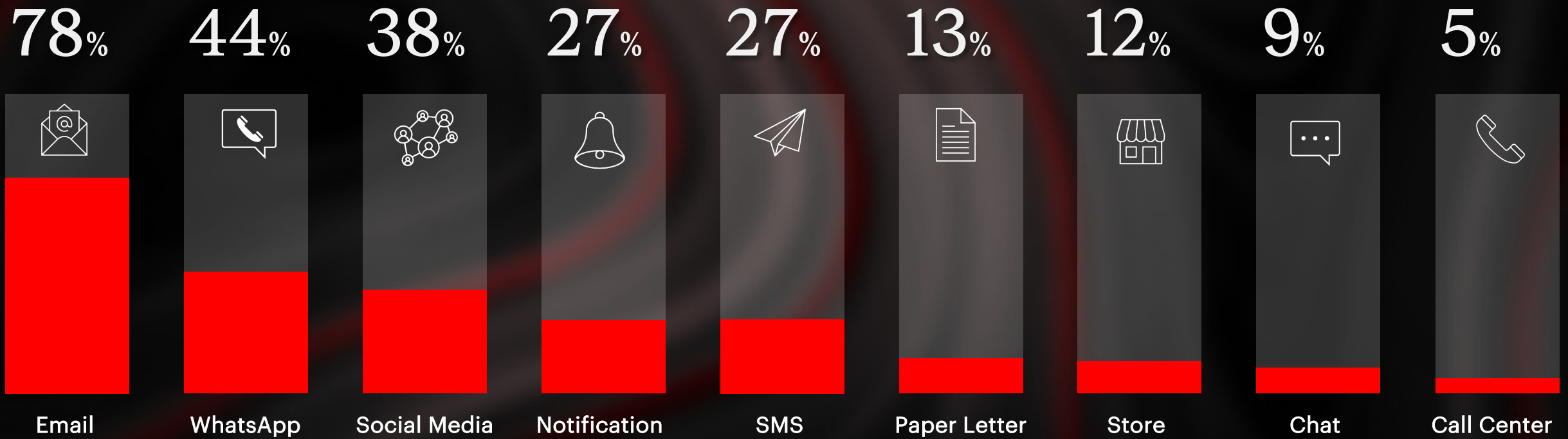
Digital Disruption and Companies' Bold Moves

Channel orchestration: how do companies adapt to diverse customer preferences?

~96%

of customers prefer to receive communication from their favourite brands

% of preferred channel to interact with brands



How can leaders leverage *AI* to adapt their *advertising campaigns* and target the most receptive users?

70%+

Among those **who recognized seeing an AI-generated advertisement**, a majority reported having a **positive or neutral perception**


~30%

They consider it **highly creative** and **innovative**

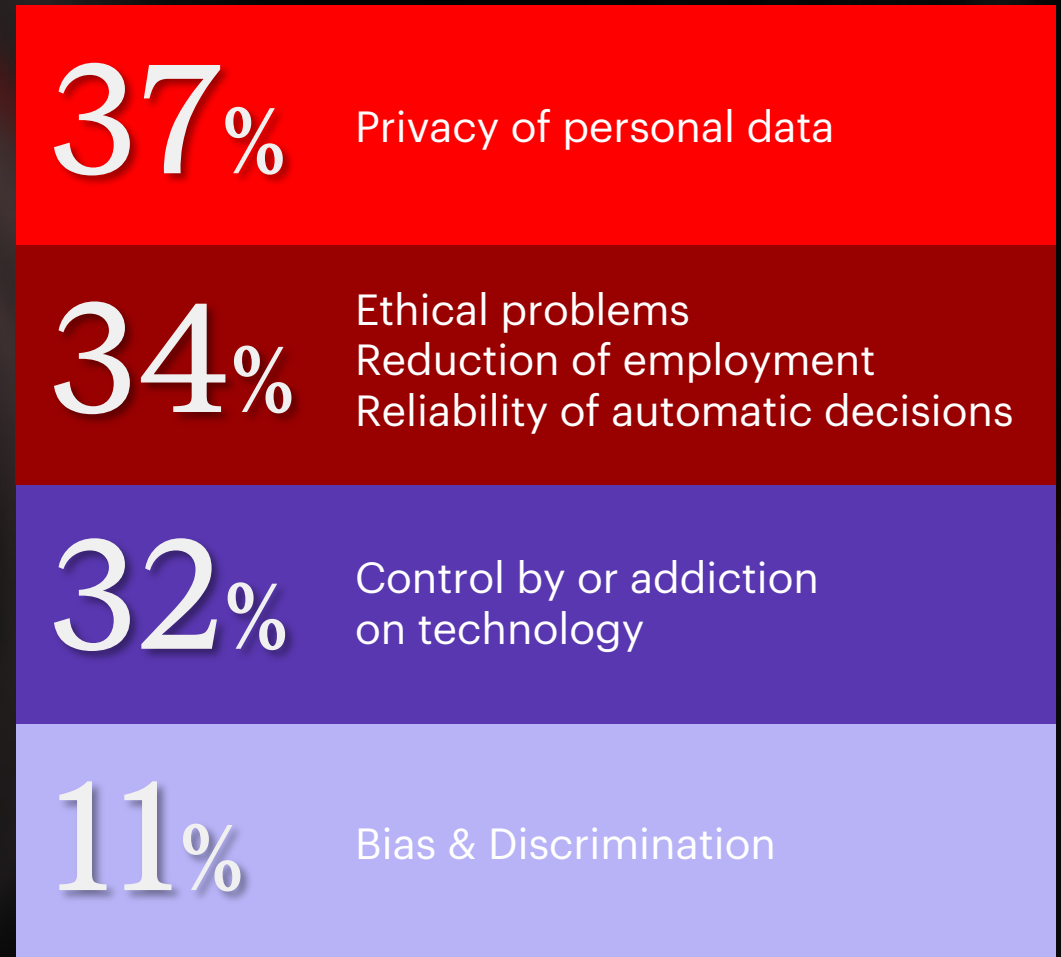
How can companies use AI to mitigate **concerns** about **privacy** and **data protection** - are these concerns justified or overstated?



~85%









Of Italians have **at least one concern about AI**, here the list of the main reasons

Concern's causes about AI integration daily



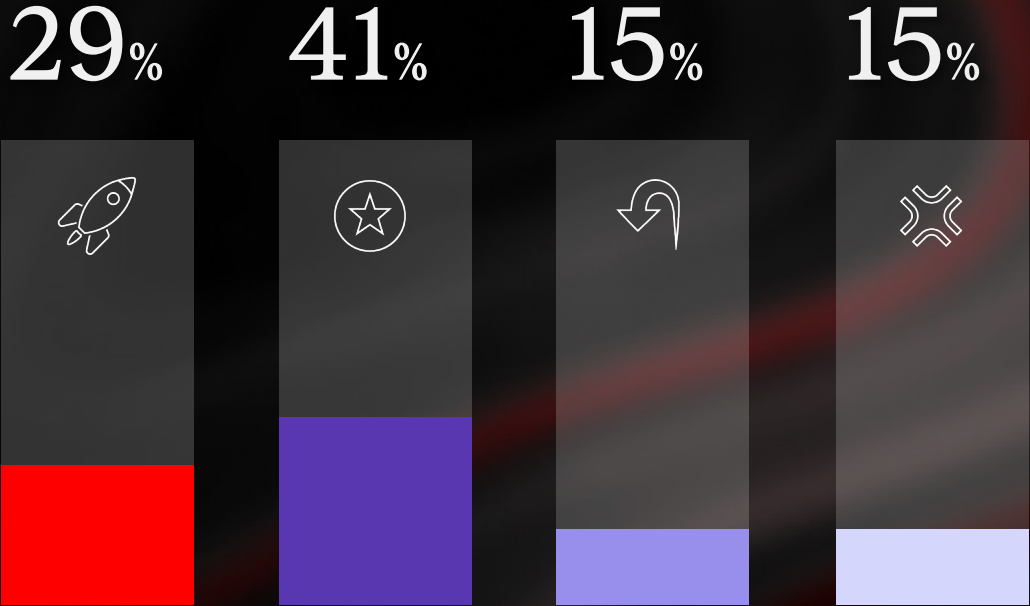
How can companies adapt to AI's impact by *reskilling* and *upskilling* their *workforce* to stay competitive?

EXPERT ROUNDTABLE
DIGITAL DISRUPTION AND
COMPANIES' BOLD MOVES

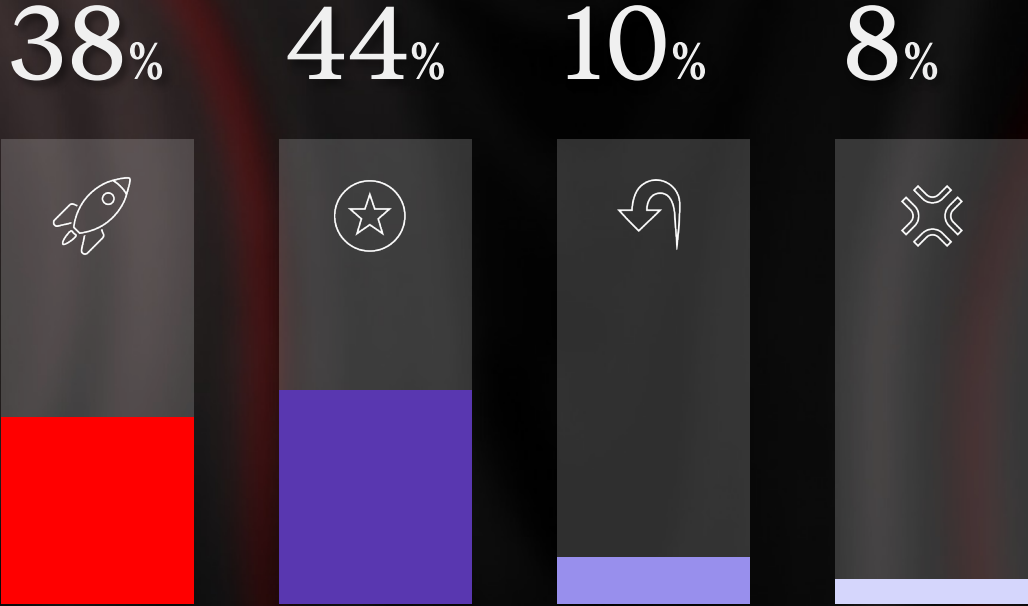
- Very significant impact  
- Moderate impact  
- Minimal impact  
- Not sure of the impact  

% of respondents that declared AI impact perception

All respondents



18-34

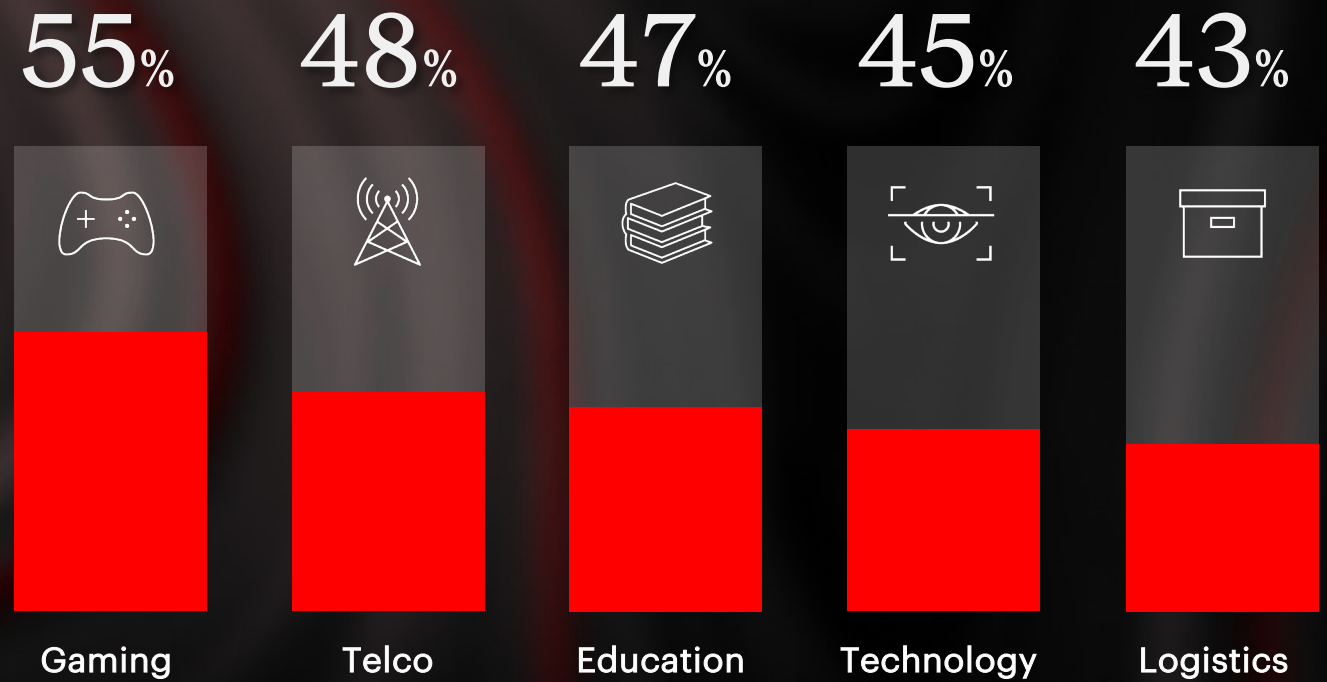


What are the *risks* that *AI* poses within the Italian context, particularly in relation to the "*Made in Italy*" sector, where *SMEs* dominate?

7 out of 10



Believe that **AI will have a significant or moderated impact on their lives**, particularly in the following areas:



How can we envision a future where *AI becomes a driver of sustainability*, helping companies balance innovation with *environmental responsibility*?



Almost **1 in 2** people believe that AI will have a **positive impact on environmental sustainability**

All respondents

49%

18-34

54%

Is the optimistic view of *robotics' impact* on work realistic, or are we far from true *human-robot synergy* in daily life?

% of respondents that declared a positive impact on robotics in their occupation

All respondents

52%

18-34

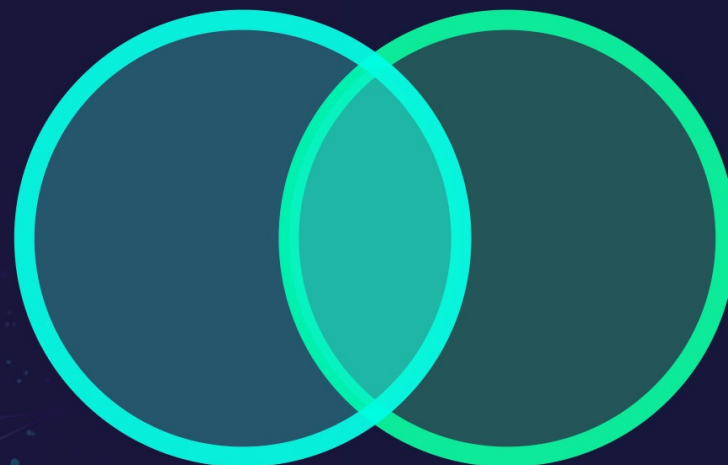
64%

02

TREND FORECASTING

New Customer Behaviours and Megatrend

Data & AI Scientists



Insight Strategists

Insight Scientists

 **NEXTATLAS**

Leveraging the power of the early adopters

Anticipating Consumers Generating Future

Since 2012, Nextatlas has been a leader in the global market of digitally-empowered marketing intelligence and trend anticipation services by developing the world's first independent data-driven trend forecasting platform.

Throughout these years, we anticipated many of the innovations and possibilities that AI is now offering to brands, researchers, and consumers.

DISCOVER

Future targets' behaviours, interests and expectations

ANTICIPATE

The next successful brands and products

CREATE

Innovative product, service, marketing, communication strategies

Consumers are torn between wanting personalized options and **feeling overwhelmed** by too many choices

Emerging **Concepts**

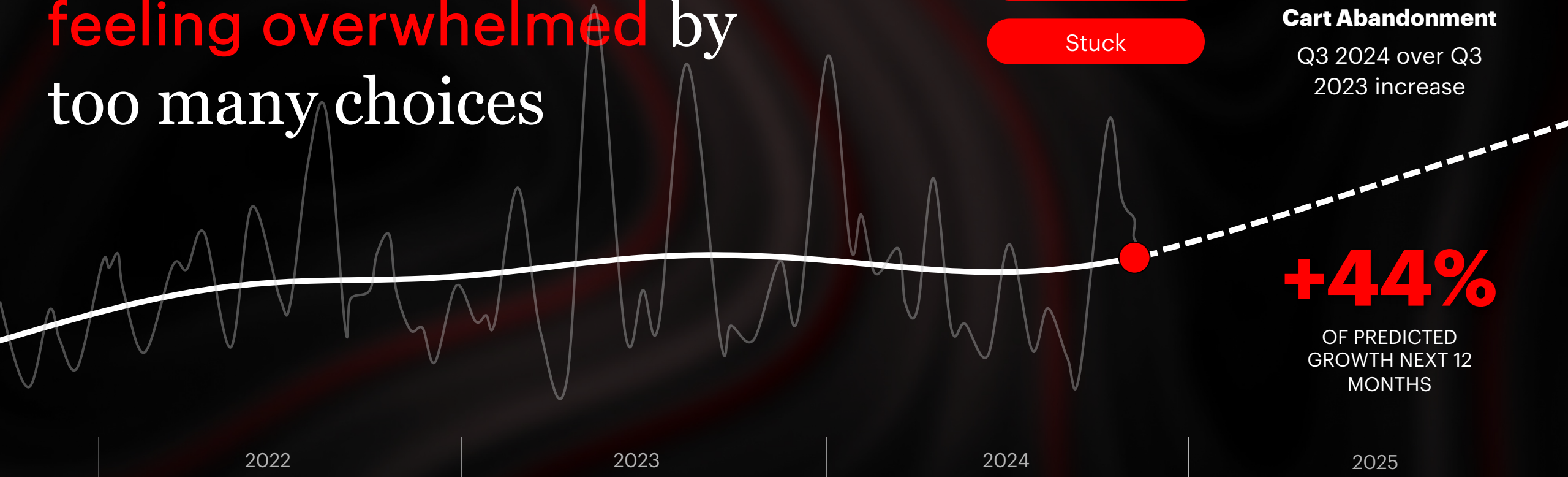
- Overwhelmed
- Freeze
- Stuck

Related **Fact**

+71%

Cart Abandonment

Q3 2024 over Q3 2023 increase



+44%

OF PREDICTED GROWTH NEXT 12 MONTHS

In an ever-evolving digital landscape, **dynamic content** deepens consumer engagement through real-time personalization

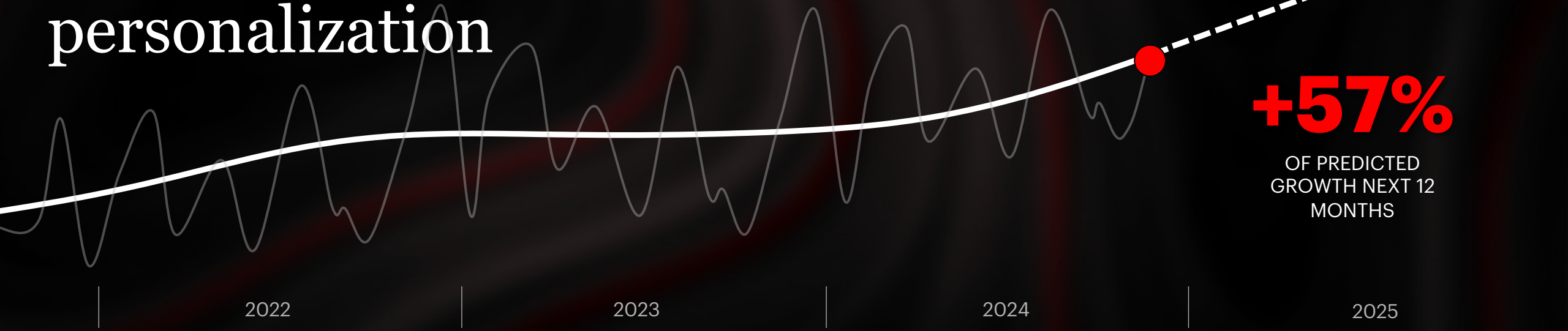
Emerging **Concepts**

- Conditional
- Contextual
- Predictive

Related **Fact**

+72%

Personalized Recommendations
growth prediction
over one year



+57%
OF PREDICTED
GROWTH NEXT 12
MONTHS

AI-powered wearables are paving the way for hand-free and screenless interactions

TREND FORECASTING
NEW CUSTOMER BEHAVIOURS & MEGATREND

Sentiment



The sentiment
polarity is **positive**

Related Fact

+77%

Haptic Feedback
growth prediction
over one year

+90%

OF PREDICTED
GROWTH NEXT 12
MONTHS

2022

2023

2024

2025

Technology's ability to **mimic human** behavior is paving the way for a new era of **"synthimacy"**

Emerging **Concepts**

Mimic Human

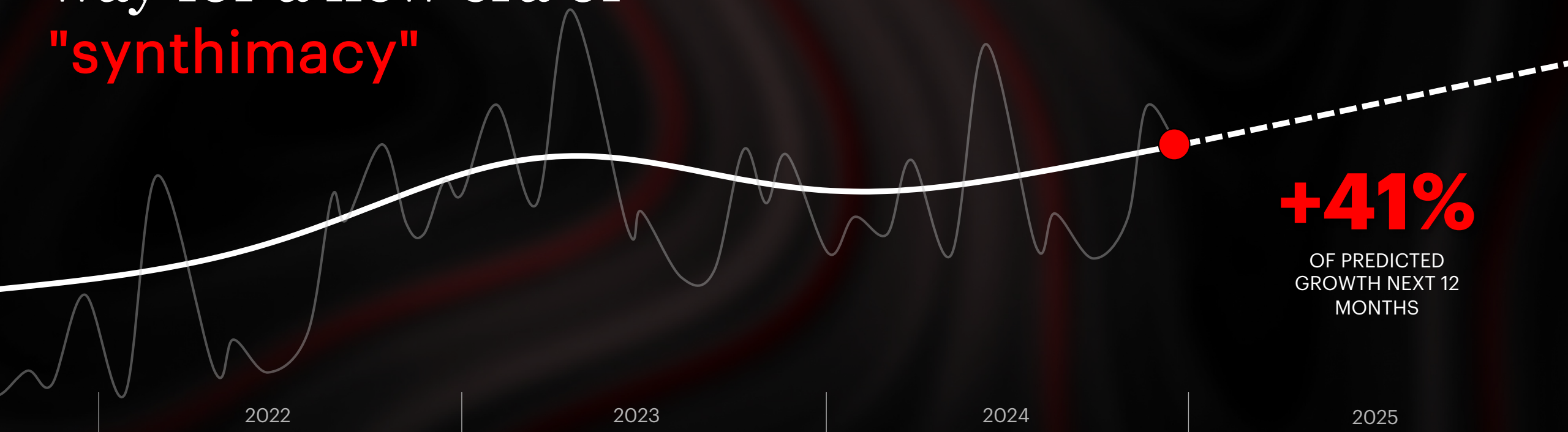
Reasoning

Human Level Intelligence

Sentient

Human Level Performance

Humanlike



+41%

OF PREDICTED
GROWTH NEXT 12
MONTHS

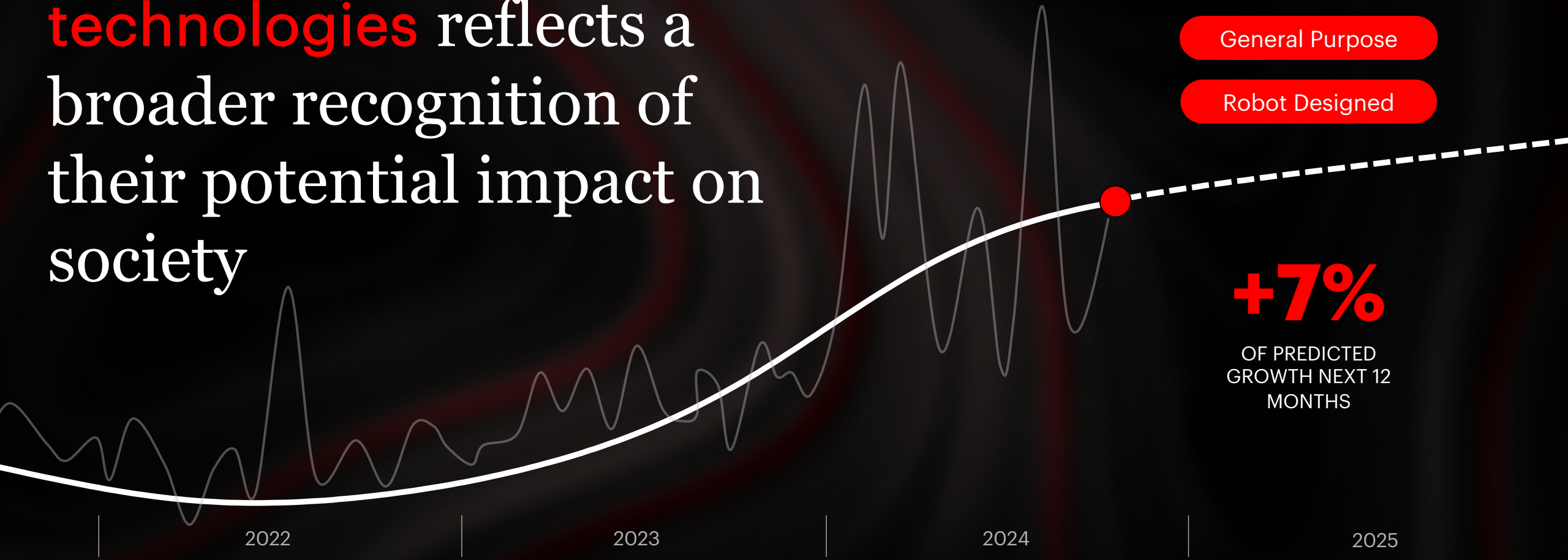
The surge in discussions related to **humanoid technologies** reflects a broader recognition of their potential impact on society

Emerging **Concepts**

Factories

General Purpose

Robot Designed



+7%
OF PREDICTED
GROWTH NEXT 12
MONTHS

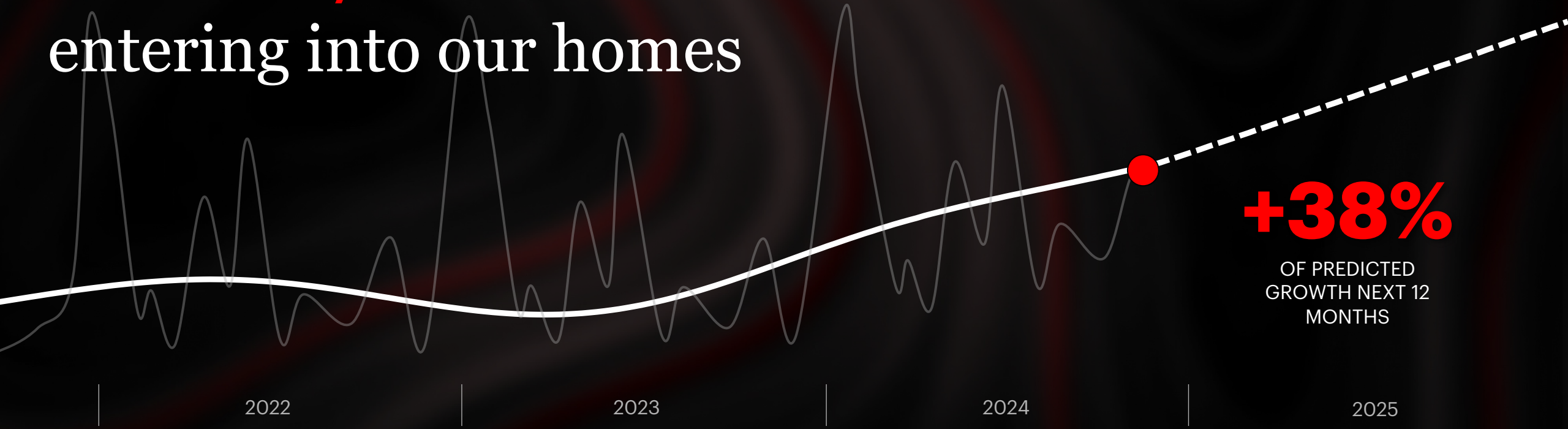
In rapidly aging societies,
the role of humanoid
robots is expanding **beyond
the factory floors** and
entering into our homes

Emerging **Concepts**

Domestic

Helper

Companions



+38%

OF PREDICTED
GROWTH NEXT 12
MONTHS

Enhance, not replace

— cobots are
reshaping perceptions
and narratives around
automation

Emerging Concepts

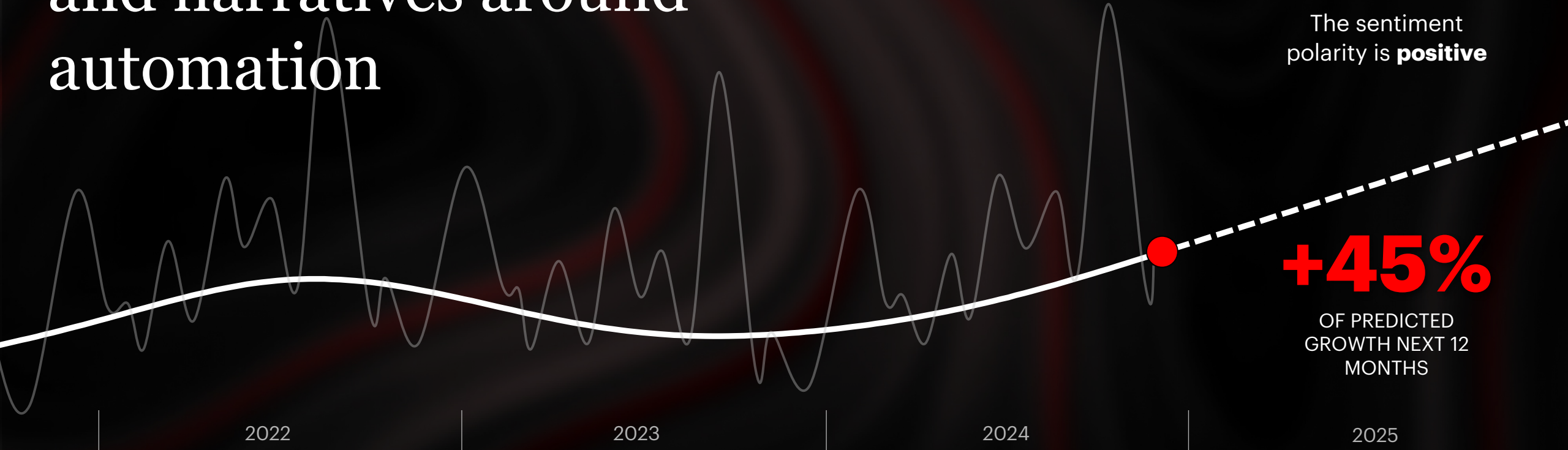
Human Machine Collaboration

Collaborative Robots

Sentiment



The sentiment
polarity is **positive**



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