

Key conversational cross-category topics

2018 2019

2018 top trends (also in 2019)

84% of total SOV (+14% from 2018).



GLOCALITY
21% - "territory" and "provenience"



LUXURY
20% - luxury lifestyle.



HERITAGE
19% - classic values, heritage and legacy.



EVENTS
17% - public events.



FOOD&
WINE



YACHTS



HOTELLERIE



HARD
LUXURY



YACHTS



HOTELLERIE



DESIGN



YACHTS



HOTELLERIE



DESIGN



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Emerging new trends in 2019



SUSTAINABILITY
7% - environmental sustainability.



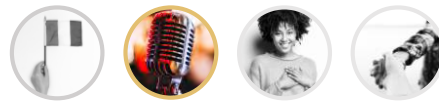
PERSONALIZATION
4% - personalized and customized products.



LIMITED EDITIONS
4% - limited editions.



CRAFTSMANSHIP
3% - craft & madein.



Share of
Voice

Top 3 category



FOOD&
WINE



YACHTS



DESIGN



DESIGN



YACHTS



HOTELLERIE



FOOD&
WINE



YACHTS



DESIGN



HARD
LUXURY



DESIGN



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