

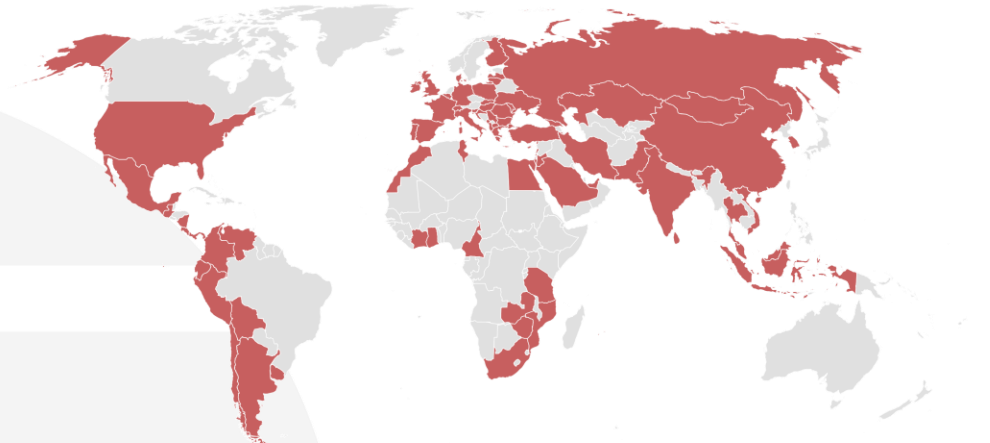


# Idee e percorsi per costruire un brand di successo

Assolombarda 26 febbraio 2024



# Chi siamo



**Oltre 80 paesi**

Con tecnologia Bing  
© Australian Bureau of Statistics, GeoNames, Geospatial Data Edit, Microsoft, Navinfo, OpenStreetMap, TomTom, Wikipedia



- Filiale in Spagna
- Partecipazione in Turchia
- Open innovation con start up



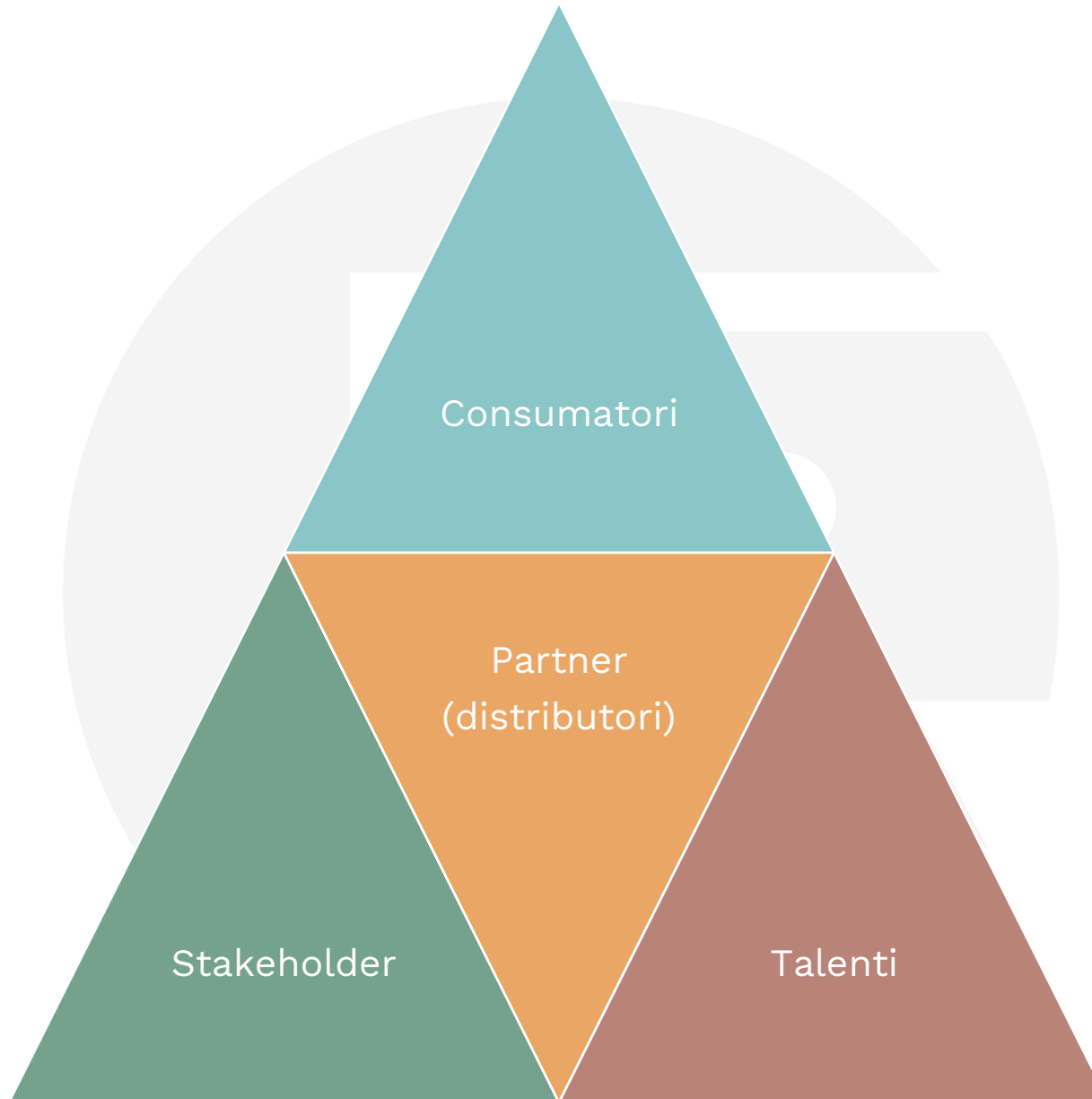
B2B

The diagram features two large, red, stylized arrows. The left arrow points to the left and contains the text 'B2B'. The right arrow points to the right and contains the text 'B2C'. The two arrows overlap in the center, with the B2C arrow appearing to be layered on top of the B2B arrow. In the background, there is a faint, light gray silhouette of a globe.

B2C

# Cosa facciamo per il brand

---



# Problema differenze culturali

Rete

Gadget

Siti

Social

Materiale  
negozi



# Reputazione vs stakeholder e talenti

Cultura e purpose

Personal branding

Incontri culturali

Sponsorizzazioni

Persone



sales@cifarelli.it

# Thank you