

UNA PRESENTAZIONE PER ASSOLOMBARDA

Brand to the people!

di Angela De Marco

SENIOR BRAND ADVISOR AT **ROBILANTASSOCIATI**
Brand Advisory & Strategic Design

LEVERAGING BRAND TALENT®

Milano, 30 Maggio 2013

AGENDA

INTRODUCTION

BRAND TO THE (COMPANY) PEOPLE!

ROBILANTASSOCIATI APPROACH

AND WHEN THE PROBLEM GETS BOLD...

CREDENTIALS

INTRODUCTION

BRAND & BRANDING



CHANGE #1



**PROCESSES
PEOPLE**



COMPANY



"CONSUMERS"



CHANGE #1



PROCESSES
PEOPLE



COMPANY



PEOPLE



CHANGE #2



ADVERTISING



PACK



COMPANY



**PROCESSES
PEOPLE**



"CONSUMERS"

CHANGE #2

advertising agencies



ADVERTISING



packaging agencies

PACK

corporate identity agencies



COMPANY

architects



PROCESS
PEOPLE

educations company

consultancies

market research companies

"CONSUMERS"



CHANGE #2

branding agencies

branding agency former

branding agency former

branding former education companies

branding agencies former market research

A vibrant, detailed illustration of a savanna landscape with a river. The scene is filled with lush greenery and various animals. In the foreground, a giraffe with a long neck and spotted pattern is on the left, and another giraffe is on the right. A large elephant with a trunk is in the center. A lion with a golden mane is on the right, and a zebra is on the left. A leopard is visible in the upper right, and a kudu with large horns is in the upper center. A colorful parrot is flying in the lower center. The background shows a river winding through the savanna under a bright sky. The text "it' a jungle!" is overlaid in the center in a white, bold, sans-serif font with a blue shadow effect.

it' a jungle!

BRAND TO THE
(COMPANY) PEOPLE!

There is a new phenomenon that seems to have affected the full spectrum of the varied sector. This is attention by businesses to one of the brand's special targets, called its 'internal target' of employees and partners.

**Company's people have been
recognized as the genuine
gatekeepers of the
brands' essence**

**This are, first of all,
the **entrepreneurs** and the
so-called “**natural
testimonials**”
(...but not only)**



GABRIELE CENTAZZO

Pioniere
Appassionato
Tecno-umanista
Attivista per la
sostenibilità



GABRIELE CENTAZZO

Pioniere
Appassionato
Tecno-umanista
Attivista per la
sostenibilità











A close-up photograph of a donkey's head, focusing on its large, upright ears and its eyes. The donkey is looking down, and its head is resting on a light-colored, textured surface. The background is a plain, light color.

**“l’equino, che nasce
da un asino e da una
cavalla, è un animale
umile, lavora sodo,
non fa le bizze, non fa
baccano, non raglia,
né nitrisce e
soprattutto è un
campione nelle salite”
(E.P. 2007)**











EUGENIO PERAZZA

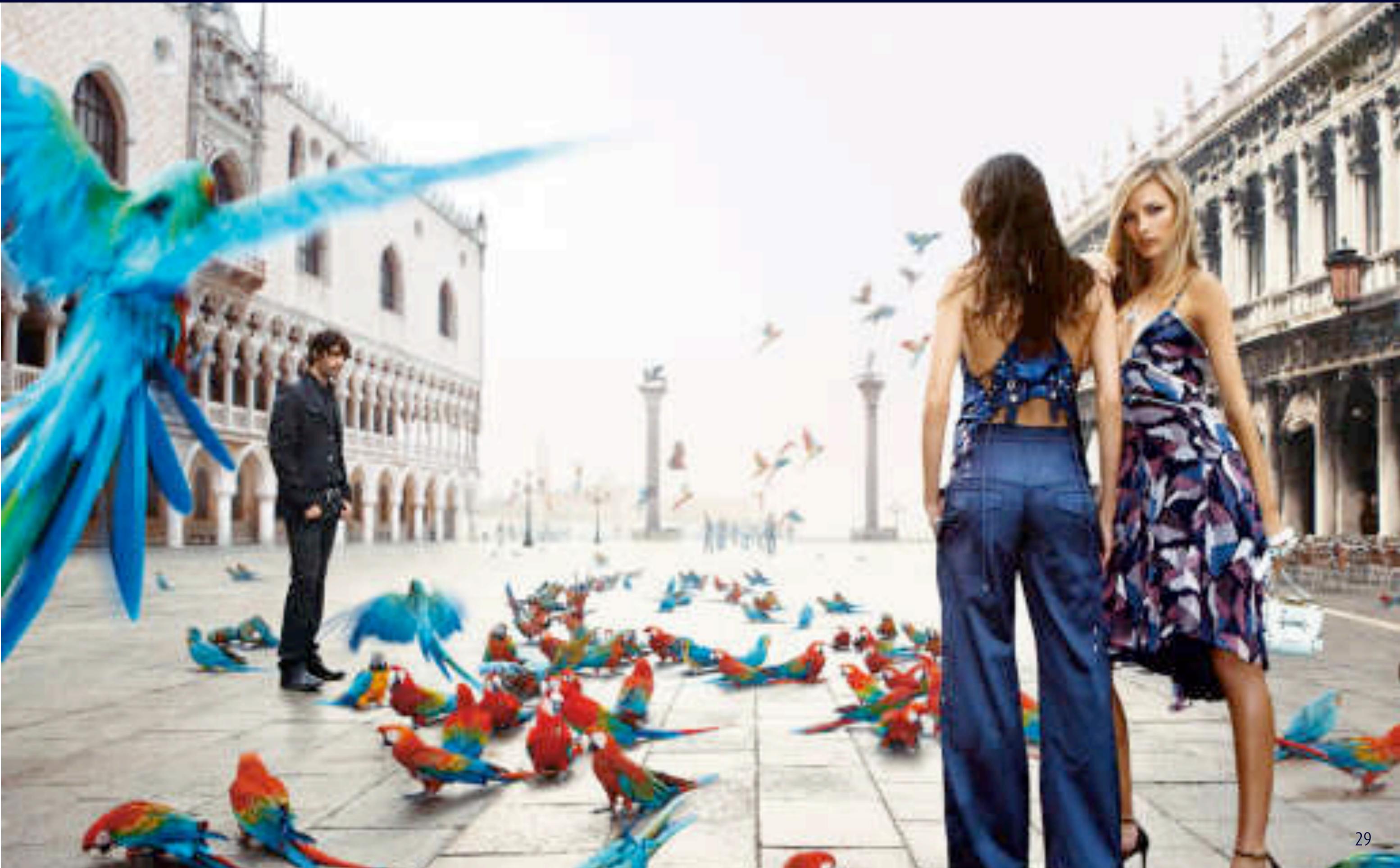
Humble
Stubborn
Visionary
Tireless



EUGENIO PERAZZA

Humble
Stubborn
Visionary
Tireless

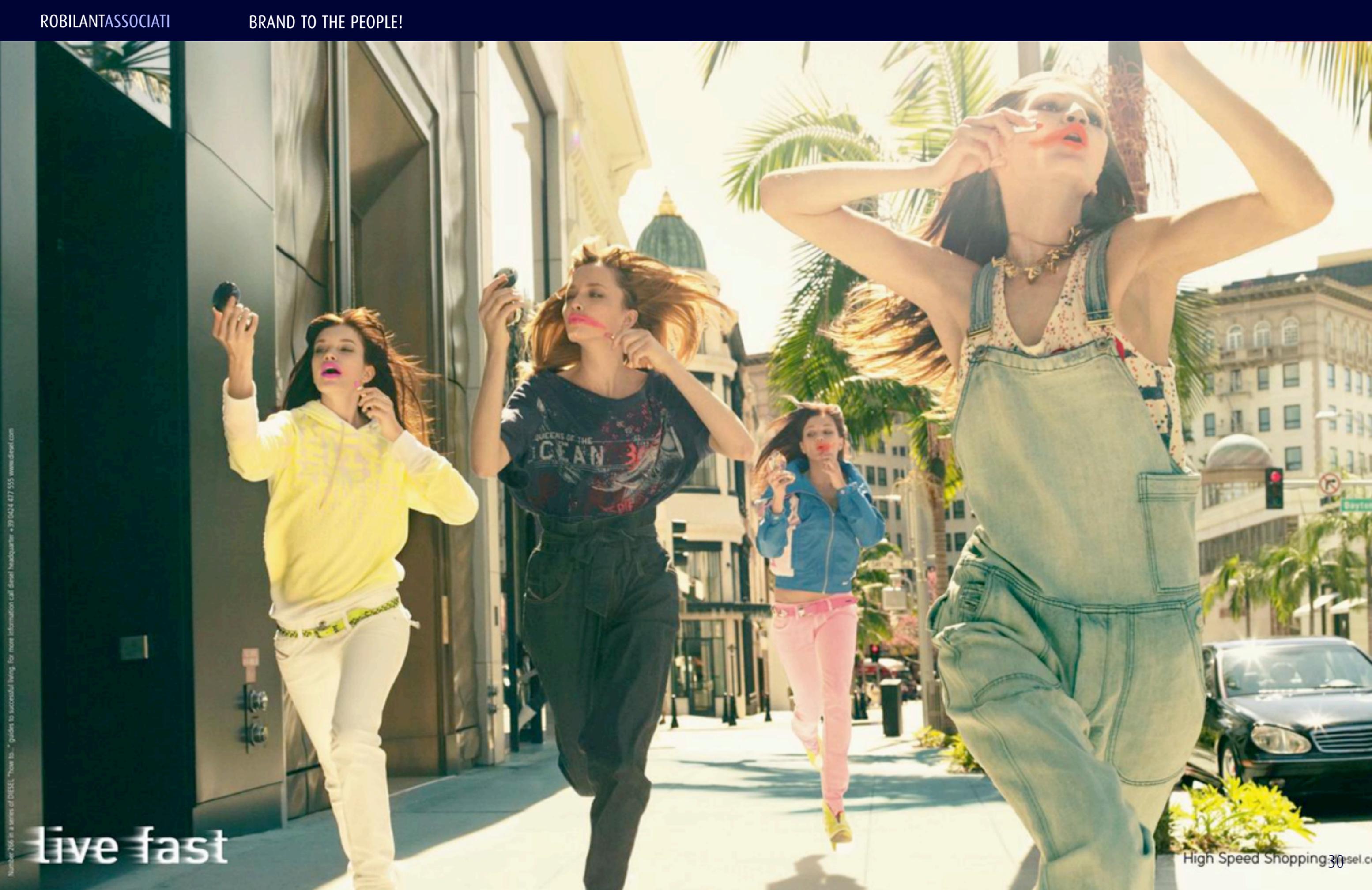




Numero Verde 800 20 20 20 - per informazioni e per acquistare visitate il sito www.diesel.com

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Human after all



Today we
WORK HARD
to start the day



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FOR SUCCESSFUL LIVING



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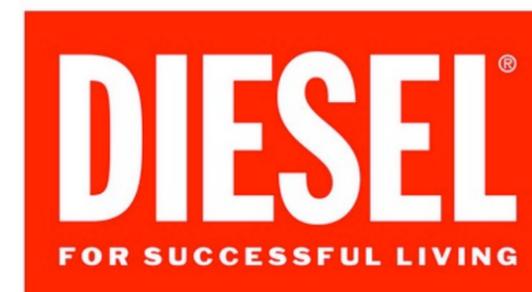
RENZO ROSSO

Brave
Alternative
Smart
Irriverent



RENZO ROSSO

Brave
Alternative
Smart
Irriverent





OSCAR FARINETTI

Loquacious
Expansive
Pragmatic idealist
Ironic



OSCAR FARINETTI

Loquacious
Expansive
Pragmatic idealist
Ironic







DISCOVER
the
EXCELLENCE
of every
ITALIAN REGION

apri le eccellenze di ogni regione d'Italia

I SALUMI
I FORMAGGI

LA MOZZARELLA

PIZZA

MANGOSTEEN
\$ 26 / kg

ITALIAN
MUSCAT
GRAPES
\$ 5 / kg

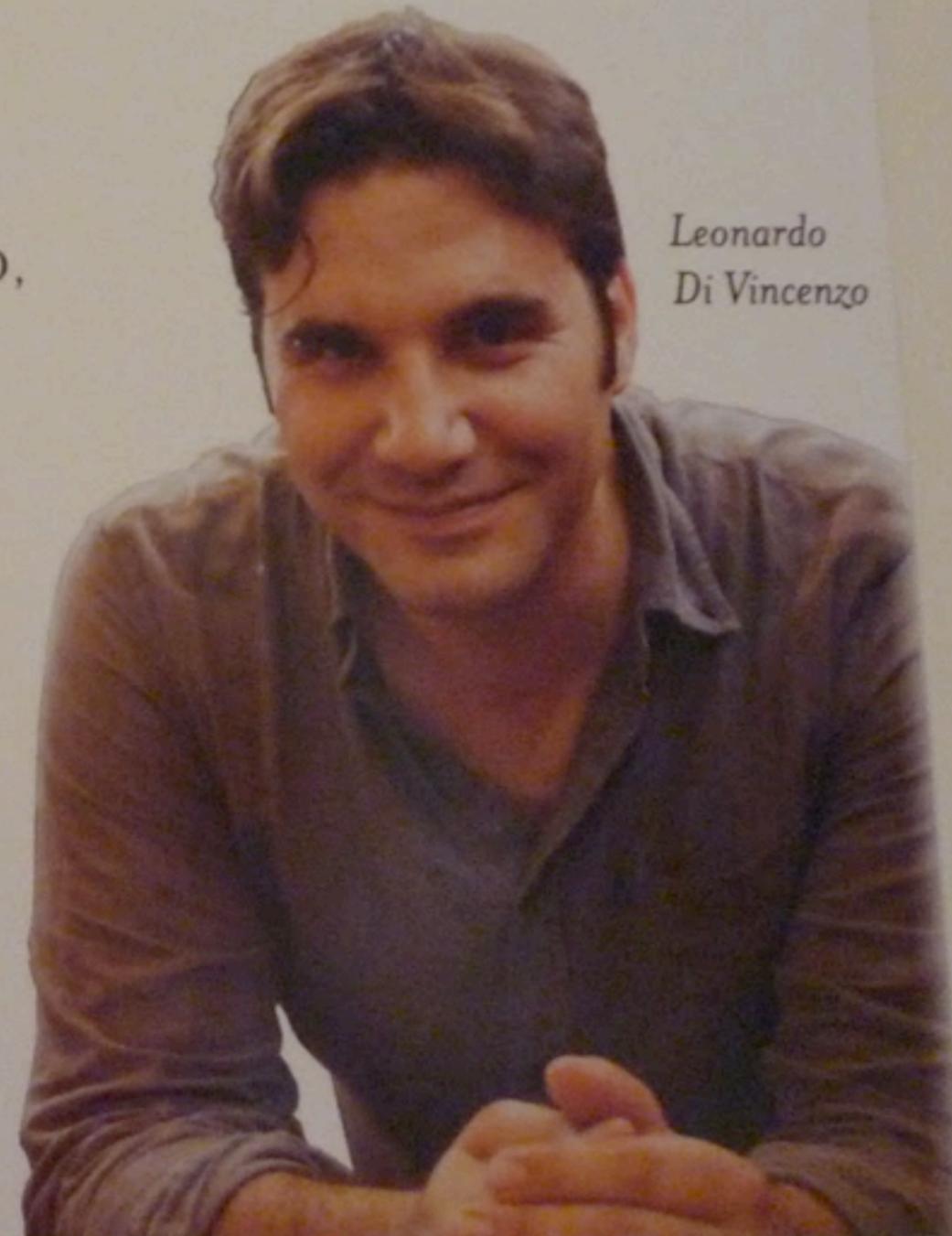
WITH EATALY,,

“EATALY DICE DI ESSERE INNAMORATA
DELLE MIE BIRRE...
...MA ANCHE IO SONO INNAMORATO
DI EATALY,,

“I MAKE CRAFT BEERS
AT MY BREWERY, BIRRA DEL BORGO,
IN ROME,,

Leonardo Di Vincenzo

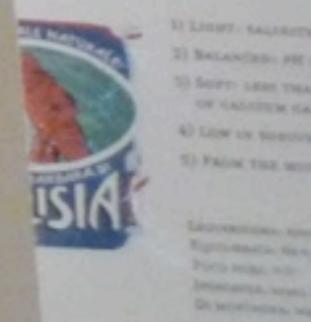
GENZIANA - TE - DUCHESSIC
RE ALE EXTRA - MY ANTONIA
25 DODICI



*Leonardo
Di Vincenzo*

LURISIA V

is lucky because







PATRIZIA MOROSO

Curious
Sensibitive
Collaborative
Talent scout



PATRIZIA MOROSO

Curious
Sensibitive
Collaborative
Talent scout

MOROSO 

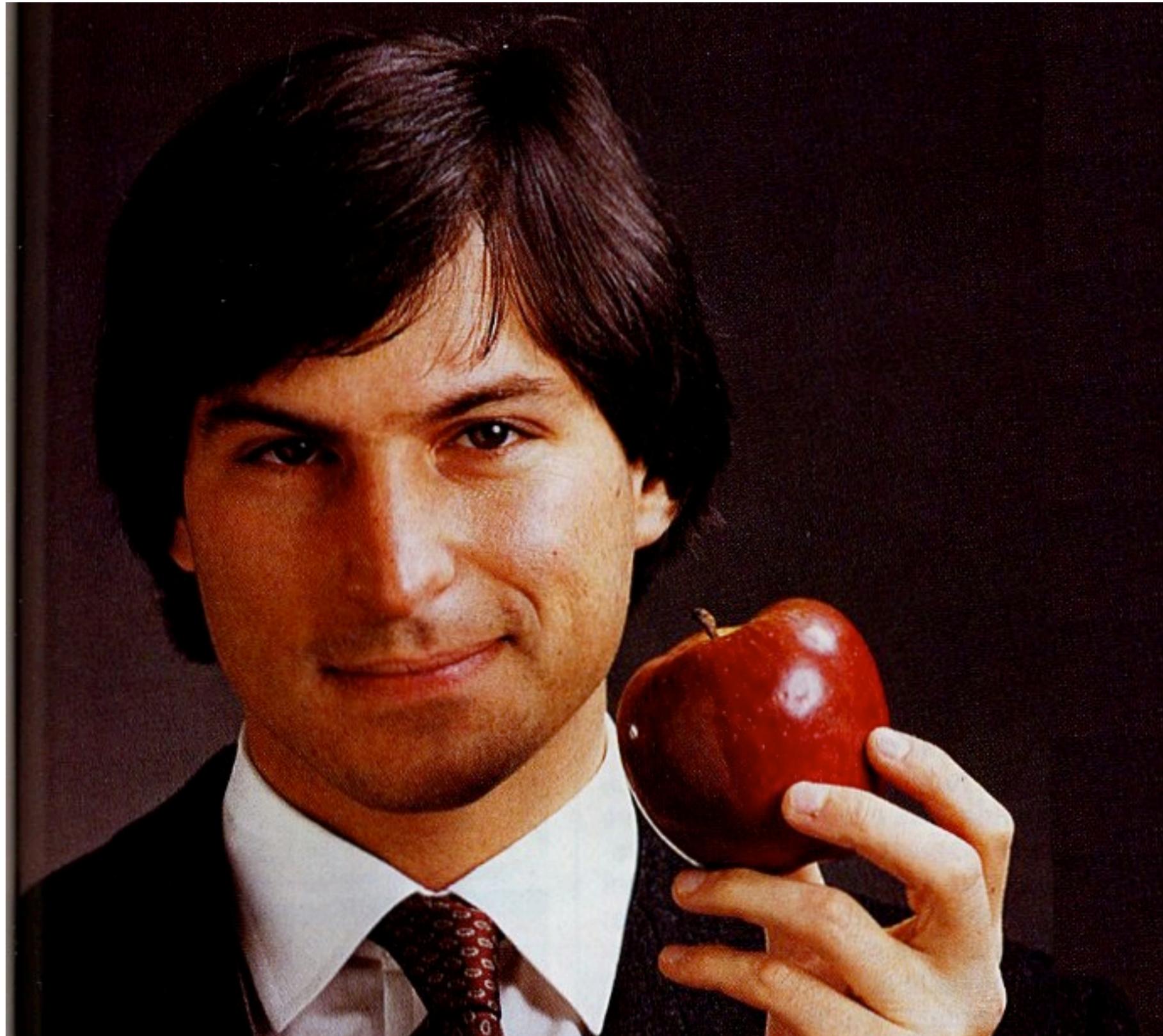




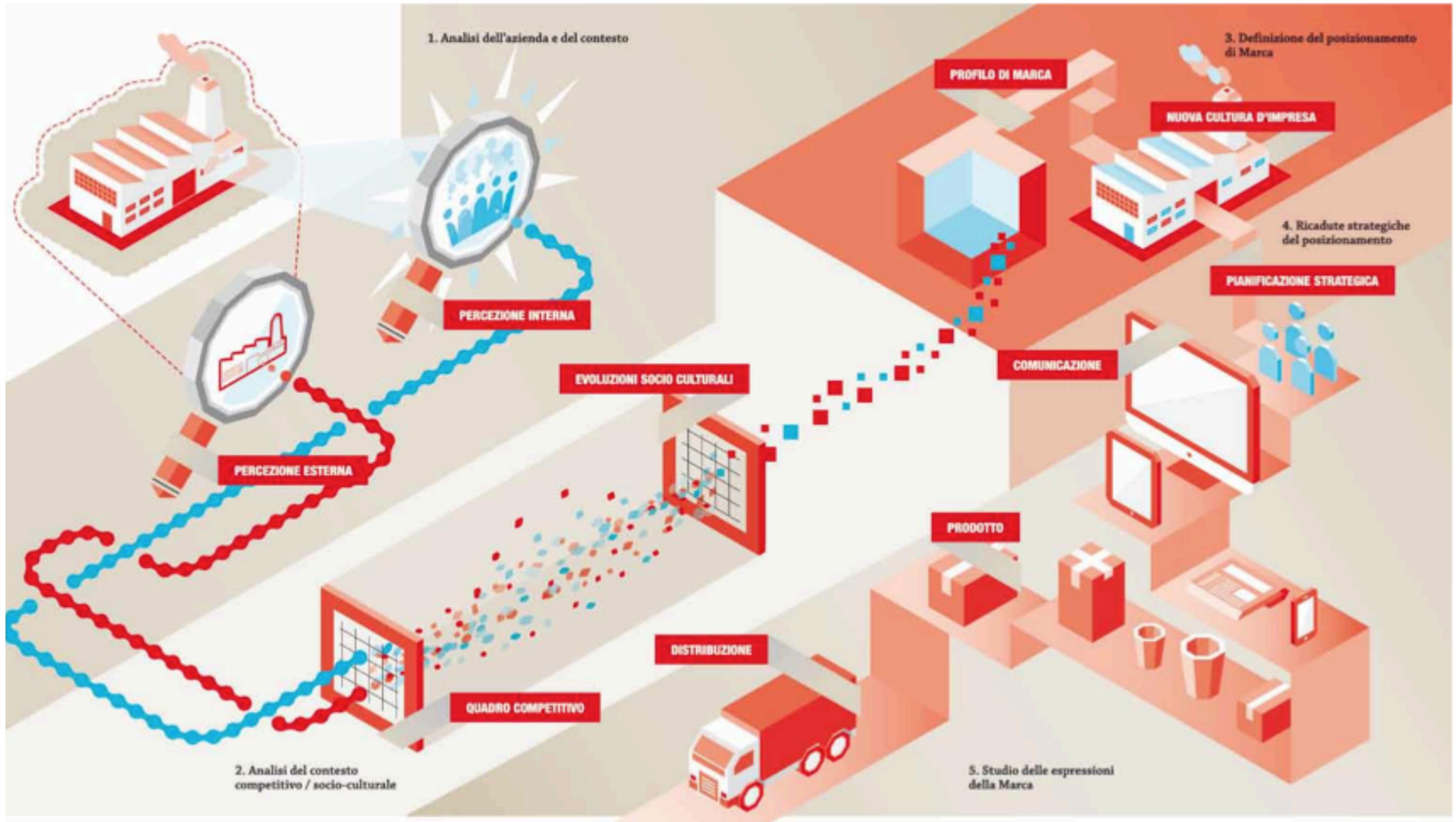




Is this an Italian phenomenon?



How does it affect our job?



ROBILANTASSOCIATI APPROACH

OUR APPROACH TO BRANDING

To properly analyse all critical points and define a brand identity and positioning, RobilantAssociati suggests a branding process with a strong focus on the **people of the company**.



OUR APPROACH TO BRANDING

People's guiding values and company's "unique knowledges", crossed with markets and cultural contexts, allow to define the key **ingredients of the company's Talent**, which, in our view, is the **key element for the development of a unique, competitive and long lasting brand**, able to create a meaningful and emotional relation with all its stakeholders.

We, at RobilantAssociati, work with Clients to discover their "**Guiding Talent**", to get to the heart of their cultural identity.

We believe that identity is not something static but a matter that can be modeled over time on many different media. To have a "Guiding Talent" is a guarantee to be able to deal with any identity evolution in the future.

We shape Brands with Talent.

PHASE 1 ANALYSE

PHASE 2 DEFINE

PHASE 3 ACT!

COMPANY
INTERNAL PERCEPTION



COMPANY
EXTERNAL PERCEPTION



COMPANY SPECIFIC TALENT



DESIGN PLATFORM

SYSTEM OF OFFER
BRAND ARCHITECTURE
PRODUCT PORTFOLIO
NEW PRODUCT CONCEPTS

COMMUNIC. STRATEGY
ACTIVITY PLAN TO REACH THE STAKEHOLDERS
PR, EVENTS, NEW MEDIA

COMPANY CULTURE
BRAND ENGAGEMENT
CHANGE MANAGEMENT
BRAND TUTORSHIP



CORPORATE BRANDING

PRODUCT BRANDING

RETAIL BRANDING

BRAND NAMING

WEB BRANDING

ADV & POINT OF SALE

MAIEUTICS

STORYTELLING

INTERNAL
EXTERNAL

KEY ELEMENTS OF OUR PROCESS

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- **Brand identity and positioning** originate from the company's **specific talent**, that embodies its “natural competitive advantage”;

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KEY ELEMENTS OF OUR PROCESS

- **Brand identity and positioning** originate from the company's **specific talent**, that embodies its "natural competitive advantage";
- The **design platform** is developed around the brand identity in a harmonious and synergic way;
- The **company's key people** are involved from the very start of the process, to offer their perception on the **company's goals** and **drivers**. At the end of the process, the "**cascade engagement**" of the **middle management** and **front line** people, will help to transform the brand positioning in a real and day to day action.

CASE STUDY
CANTINE FERRARI

PHASE 1 ANALYSE

PHASE 2 DEFINE

PHASE 3 ACT!

INTERNAL
EXTERNAL

COMPANY
INTERNAL PERCEPTION

BRAND ASSESSMENT & ENGAGEMENT

COMPANY
EXTERNAL PERCEPTION

CONTEXT
COMPETITIVE | SOCIO CULTURAL

COMPANY SPECIFIC TALENT

BRAND IDENTITY & POSITIONING

DESIGN PLATFORM

SYSTEM OF OFFER
BRAND ARCHITECTURE
PRODUCT PORTFOLIO
NEW PRODUCT CONCEPTS

COMMUNIC. STRATEGY
ACTIVITY PLAN TO REACH THE STAKEHOLDERS
PR, EVENTS, NEW MEDIA

COMPANY CULTURE
BRAND ENGAGEMENT
CHANGE MANAGEMENT
BRAND TUTORSHIP

BRAND EXPRESSIONS & GUIDELINES

CORPORATE BRANDING

PRODUCT BRANDING

RETAIL BRANDING

BRAND NAMING

WEB BRANDING

ADV & POINT OF SALE

MAIEUTICS

STORYTELLING

PHASE 1 - ANALYSE

BRAND ASSESSMENT LOOKING IN

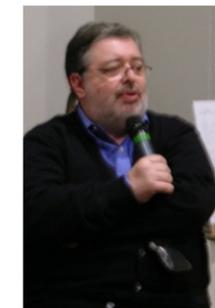
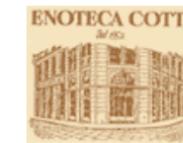
INTERNAL PERCEPTION

- Interviews to the family (2 generations)
- Interviews to the Management
- Product Analysis
- Communication analysis



EXTERNAL PERCEPTION

- Interviews to the importers (Germany, Switzerland, Japan. USA)
- Interviews to some Ho.Re.Ca entrepreneurs (restaurants, oenoteques)
- Interviews to Opinion Leaders (journalists, food&beverage experts)





- **Tradizione Centenaria**
- **Innovazione continua**
- **Forte vocazione relazionale**
- **“Galanteria”**

COMPETITIVE SCENARIO

- Product Analysis
- Positioning Maps
- Brand Imaginery dyagrams

ROBILANTASSOCIATI BERLUCCHI

TARGET
Non un target esclusivo, ma un consumatore che apprezza prodotti gratificanti ad un giusto rapporto qualità-prezzo

OFFERTA

AZIONI POSIZIONANTI

ITALIANITÀ
QUALITÀ A BUON PREZZO
TRASVERSALITÀ

ANDON

TARGET

OFFERTA

AZIONI POSIZIONANTI

MAGIA
MONDANITÀ
VITALITÀ
CELEBRAZIONE

ROBILANTASSOCIATI VEUVE CLICQUOT

TARGET
Veuve Clicquot è per donne generose, audaci, essenziali, autentiche, femminili, che vivono nel rispetto della tradizione ed hanno coraggio nell'innovazione, rispetto dell'ambiente e dell'universo femminile, nel cui potenziale credono fermamente.

OFFERTA

AZIONI POSIZIONANTI

ORIGINALITÀ
DESIGN
FEMMINILITÀ

ADVERTISING



ROBILANTASSOCIATI

MAPPE IMMAGINARIO COMPETITORS

CONTRAPPOSIZIONE NELL'IMMAGINARIO DELLA MARCA



MASCHILE



FEMMINILE







PHASE 2 - DEFINE

BRAND IDENTITY & POSITIONING





The strong roots

Since 1902,
over 100 years of
excellence





The moving horizon

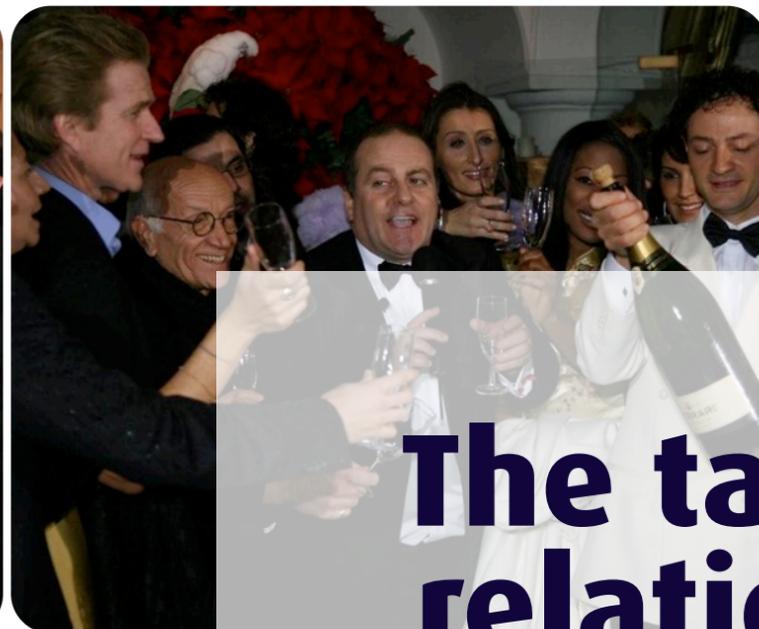
Excellence as a challenge and invitation to continuous experimentation



A row of mannequins in red dresses is displayed in a window. The mannequins are arranged in a line, with their arms extended. The background features a decorative wall with a Greek key pattern and floral motifs. The lighting is warm, highlighting the texture of the red fabric.

Made in Italy

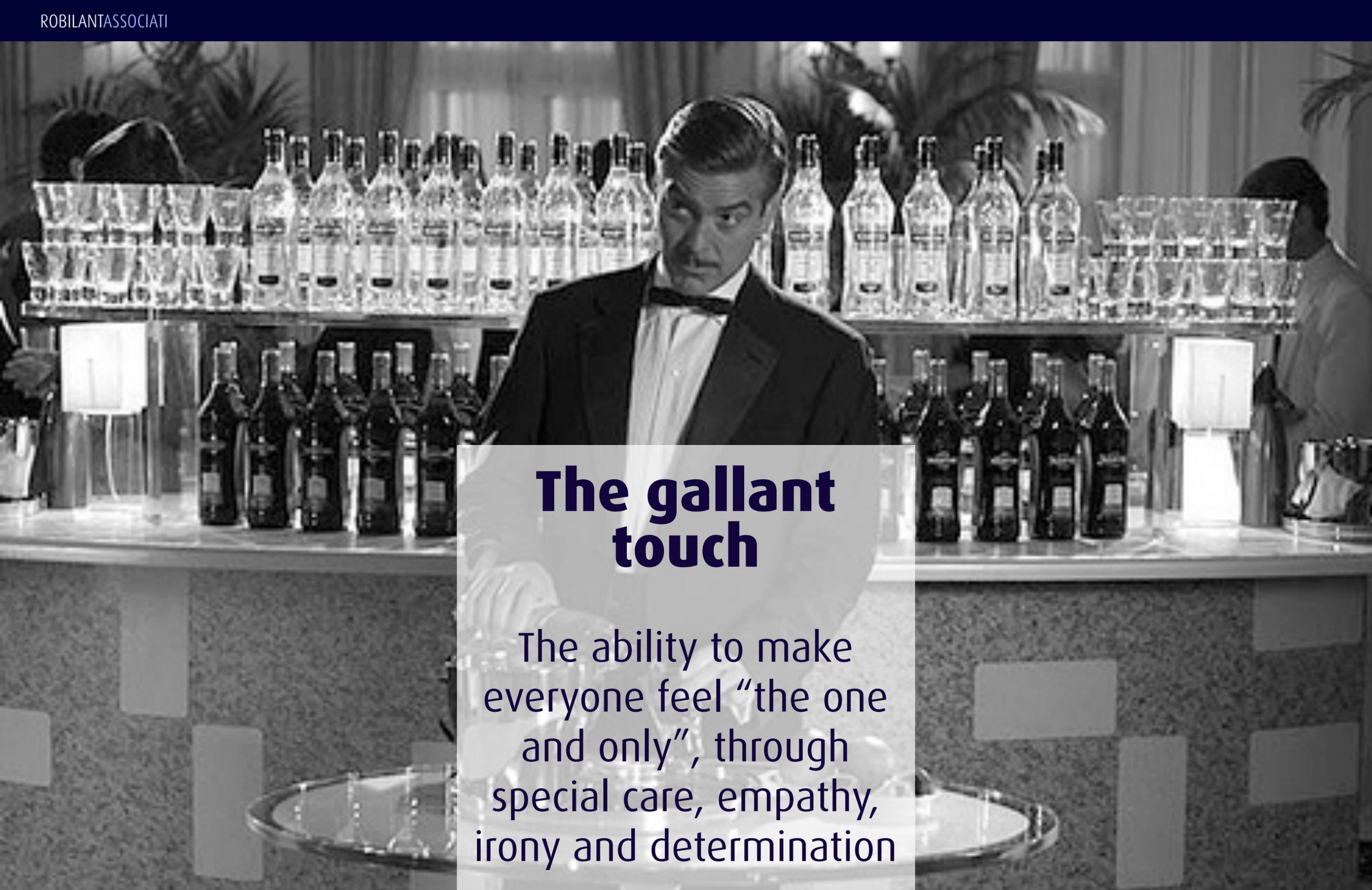
A natural elegance,
able to engage
at first glance



**The taste for
relationship**



**The ability to be a brilliant
companion or a sensitive
and authoritative
spokeperson**



The gallant touch

The ability to make everyone feel “the one and only”, through special care, empathy, irony and determination

FERRARI'S TALENT

THE ART OF ITALIAN LIFESTYLE

that happy match between the elegance of the form and excellence of content, which is able to excite at first glance those who relates to.



FERRARI

METODO CLASSICO DAL 1902

FERRARI'S TALENT

THE ART OF ITALIAN LIFESTYLE

That beloved art made of brilliant art of public speaking, an elegant posture in impeccable clothes, but not plastered, the surround themselves with beautiful and imaginative, the taste for being at the table and the ability to establish relations immediate and authentic.

An art that has never ceased to exert fascination in rigid North European and Asian efficient, seduced by a fine nonchalance result of a careful and directed a thin and benevolent irony.

PHASE 2 - ACT!

BRAND EXPRESSION & GUIDELINES

1. The name / since 1902

BENCHMARKS



Important events. Since 1902.

Ferrari has the ability to **enhance the important moments**, whether celebratory or light and it **knows how to make the ritual of waiting since 1902.**

For greater memorability and differentiation, we suggest to present the brand always followed by a lock-up.

FERRARI

METODO CLASSICO DAL 1902



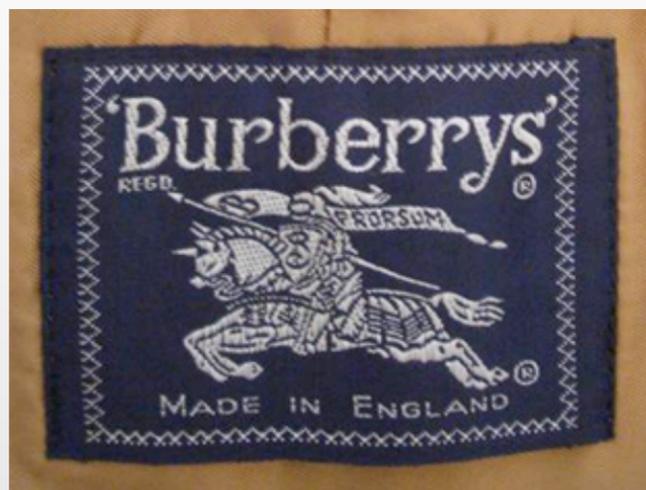
2. The courtly chevalier

Other brands have the Chevalier in their elements. But what makes the brand unique, coherent and innovative is **the way the Chevalier is**, and the way it is presented presented.

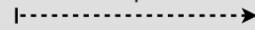
THE KEY ELEMENTS

EXAMPLES- THE CHEVALIER REINTERPRETED

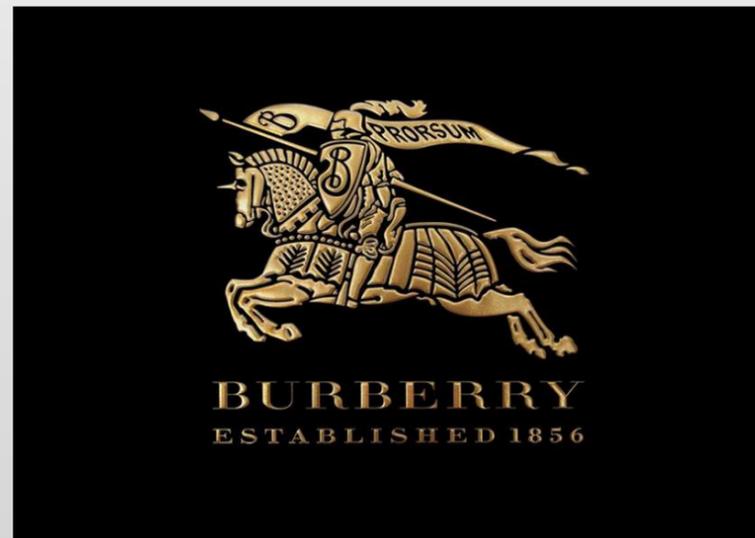
La memoria storica



Il lock-up



the Knight



Il pattern



Lo stile fotografico



THE KEY ELEMENTS

EXAMPLES- THE CHEVALIER REINTERPRETED

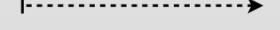
The icon:
the heart-shaper
armature



The product



The windows



The photographic
style





2. The courtly chevalier: personality

He has **centuries-old traditions** and the **audacity** of the visionary.

Passion drives him towards new challenges.

Courageous in acting, he does not lose the taste for a **sober and never flaunted aesthetics**.

Authoritative point of reference, he creates expectation with **empathy**. He is able to entertain with **elegance** and a **touch of irony**.

THE KEY ELEMENTS

THE ACTUAL EMBLEM



Classic
Elegant
Authoritative
Well-balanced
Rigorous
Historic

Classic
Elegant
Authoritative
Well-balanced
Rigorous
Historic

Impersonal

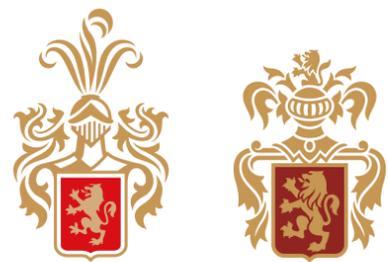
THE KEY ELEMENTS

THE ACTUAL EMBLEM



THE KEY ELEMENTS

THE EMBLEM





FERRARI
TRENTO



FERRARI

METODO CLASSICO DAL 1902



FERRARI

METODO CLASSICO DAL 1902

THE KEY ELEMENTS

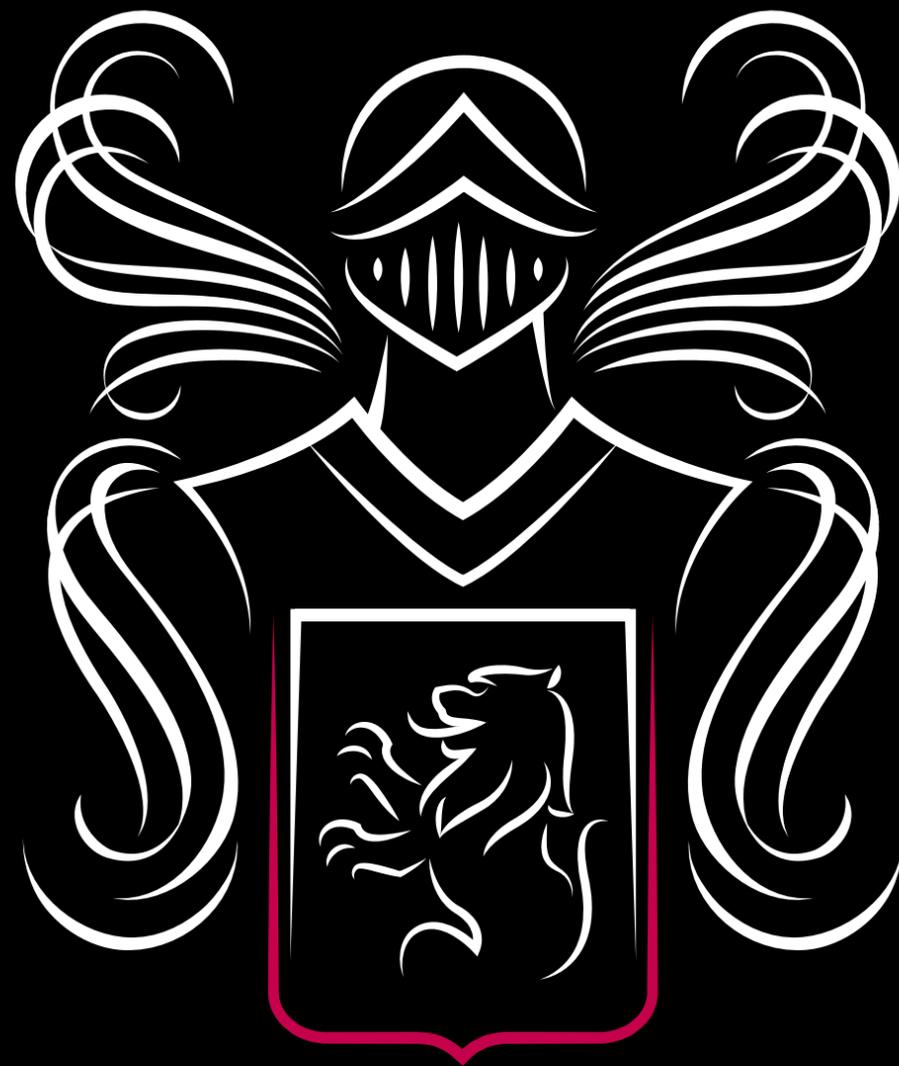
THE COURTLY CHEVALIER













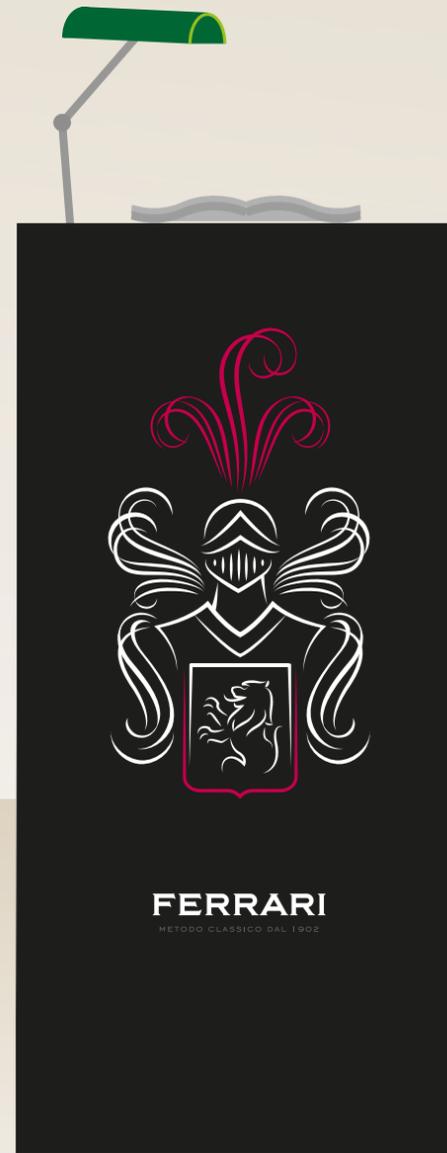
THE KEY ELEMENTS

THE COURTLY CHEVALIER - LOCK UP



THE KEY ELEMENTS

THE COURTLY CHEVALIER - DISTINCTIVE ELEMENT



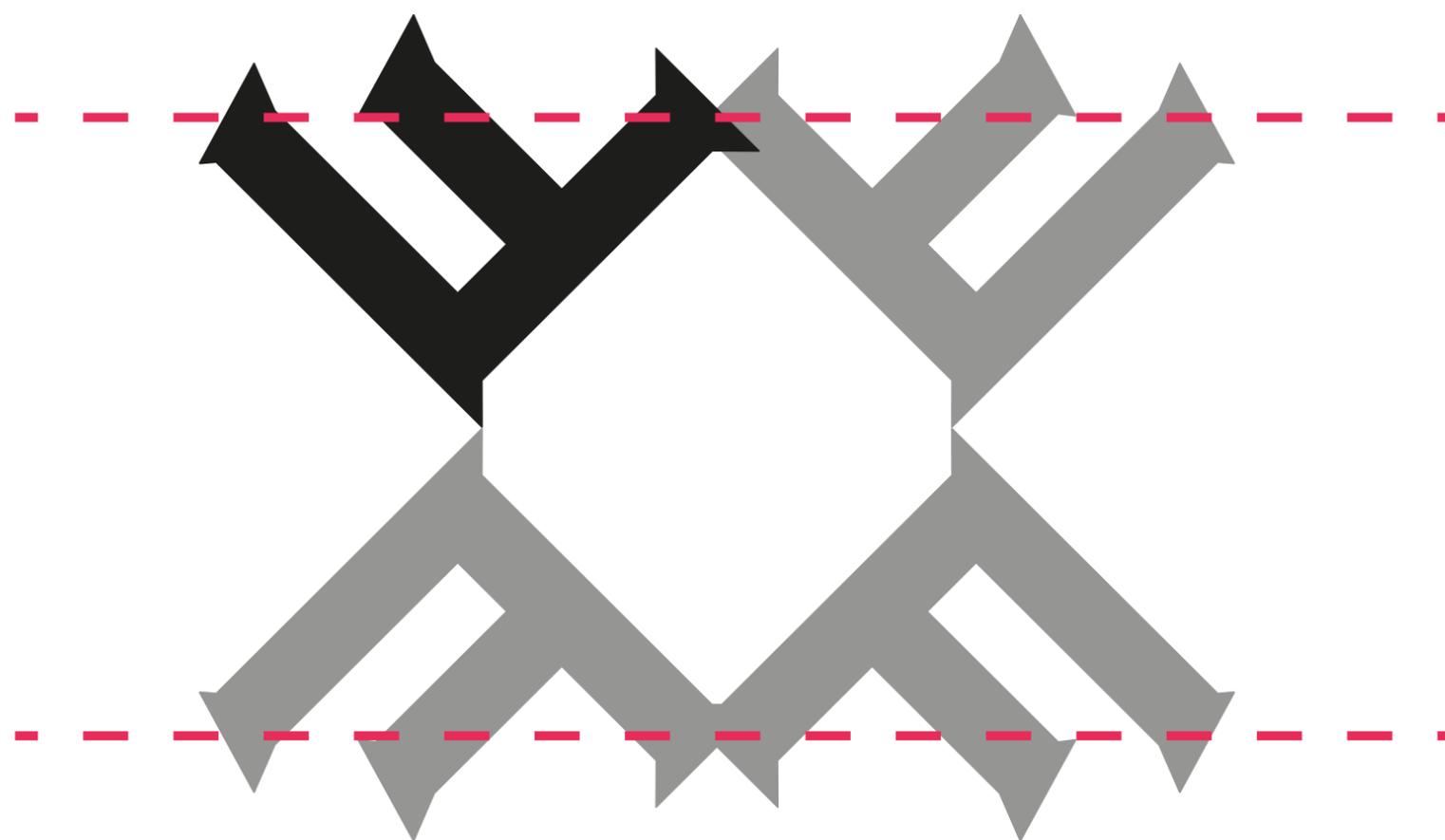
3. Not just a texture, but a style

Today the function of the texture is not just "filling and repetitive", but it becomes an elegant and distinctive element to **define spaces**.

A new texture was created, starting from the geometric letter "F".

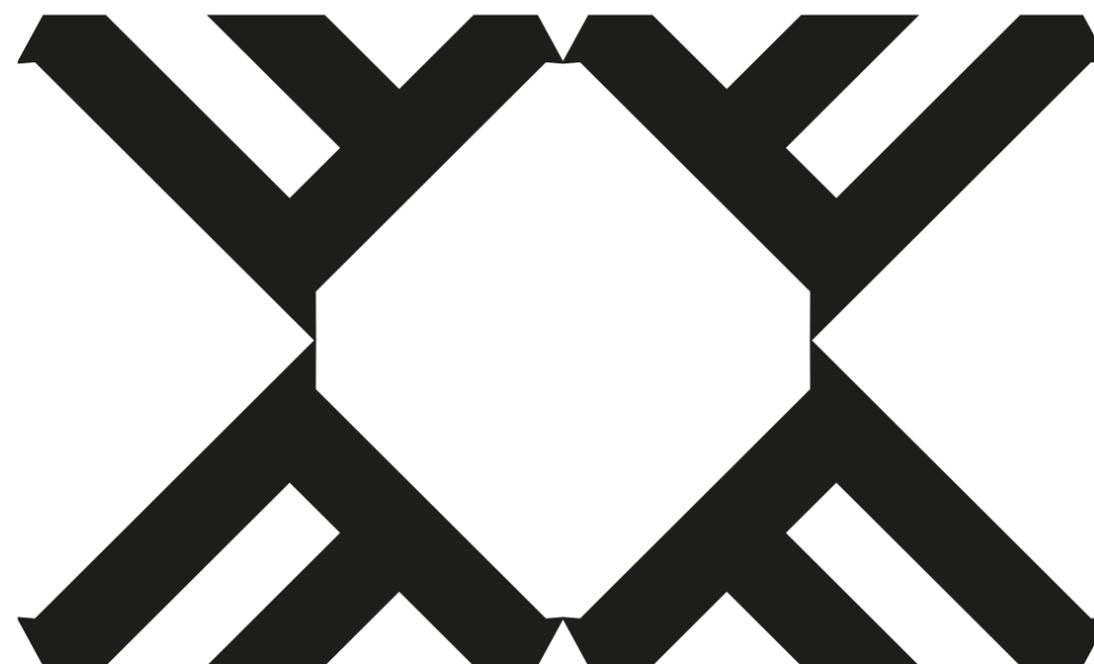
THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F



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THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F - THE BOX



THE KEY ELEMENTS

THE FERRARI F - THE BOX



THE KEY ELEMENTS

THE FERRARI F - BOTTLES



THE KEY ELEMENTS

THE FERRARI F - STOPPER



THE KEY ELEMENTS

THE FERRARI F - GLASS



THE KEY ELEMENTS

THE FERRARI F - THE BOX



THE KEY ELEMENTS

THE FERRARI F - BROCHURE



THE KEY ELEMENTS

THE FERRARI F - BROCHURE

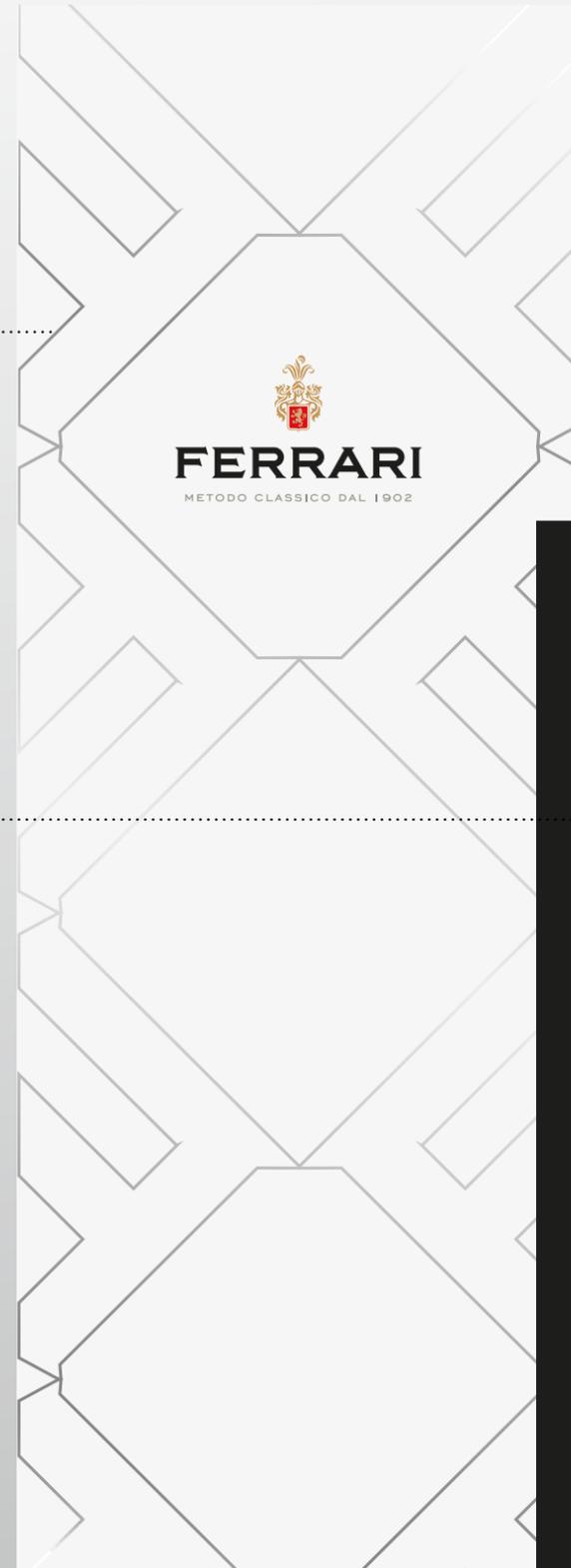


THE KEY ELEMENTS

THE FERRARI F

metallic stroke

embossed multi-line

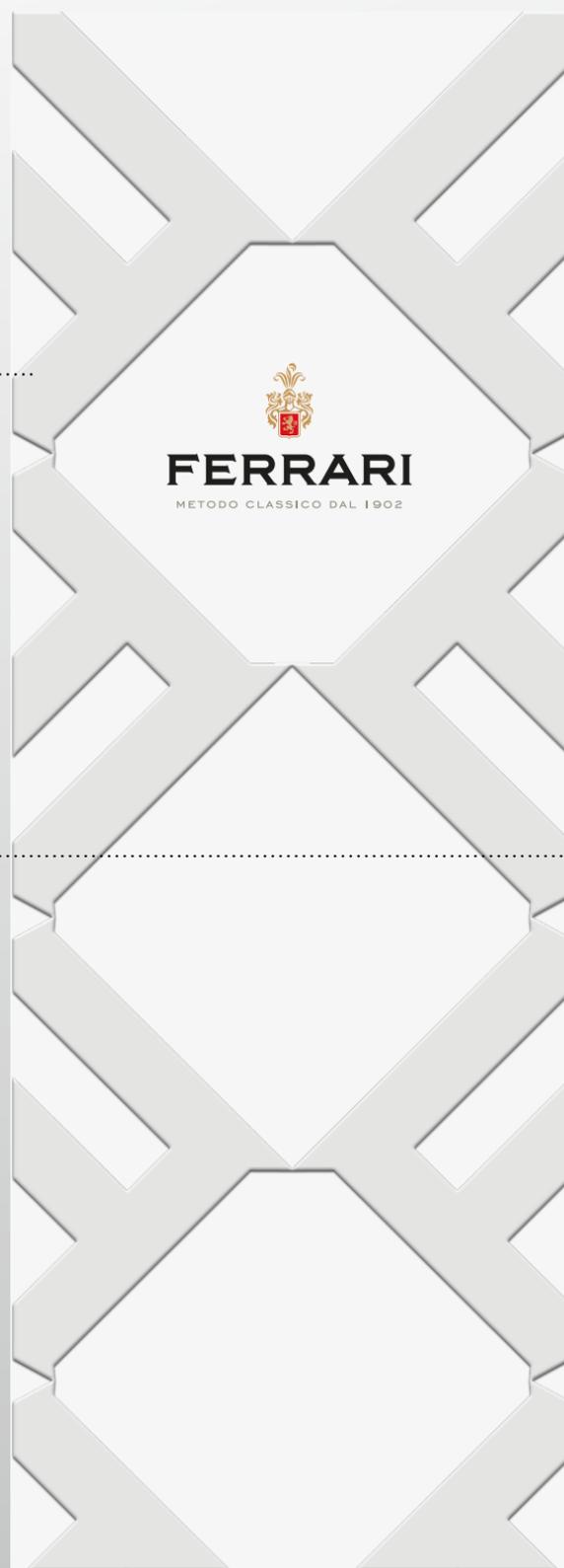


THE KEY ELEMENTS

THE FERRARI F

embossed

three-dimensional effect



THE KEY ELEMENTS

THE FERRARI F

varnish



THE KEY ELEMENTS

THE FERRARI F - PRINTING TECHNIQUE

metallic boundary

texture "F" colour

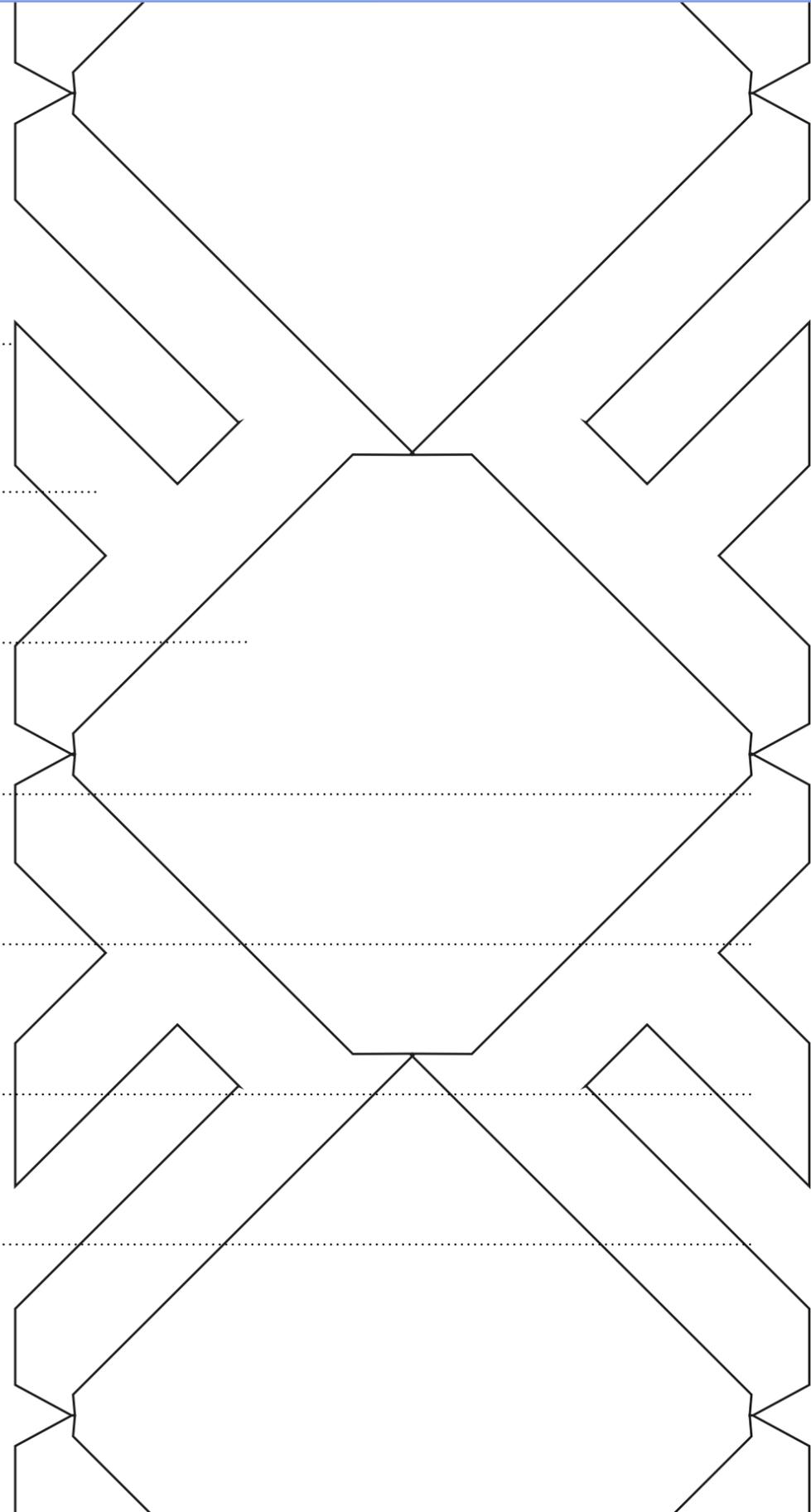
background colour

embossed multi-line

varnish

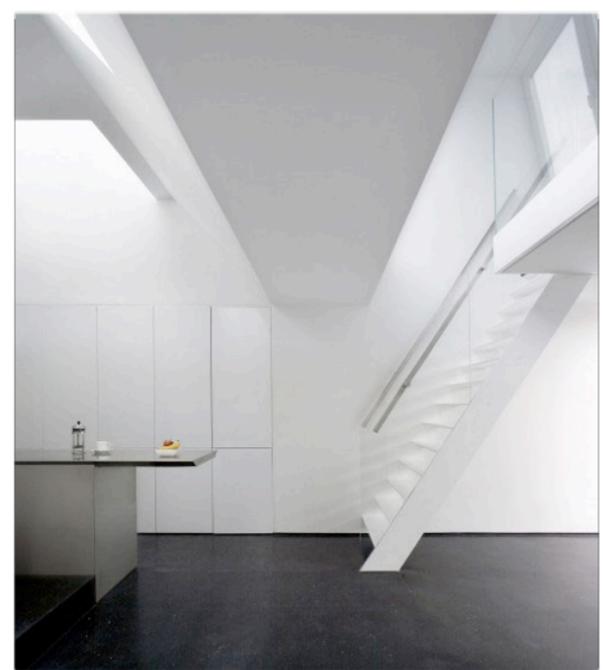
embossed

embossed boundary



THE KEY ELEMENTS

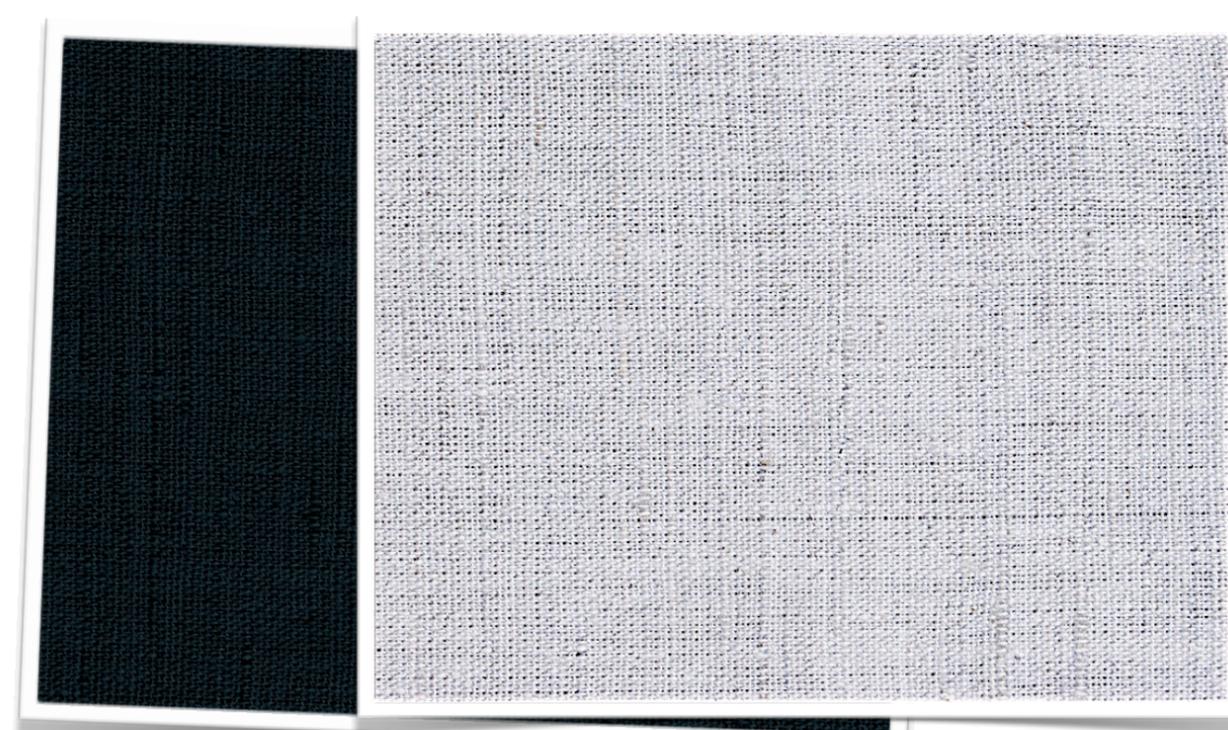
MATERIALS



WHITE LACQUERED



STEEL



HEMP BLACK - WHITE



MIRROR

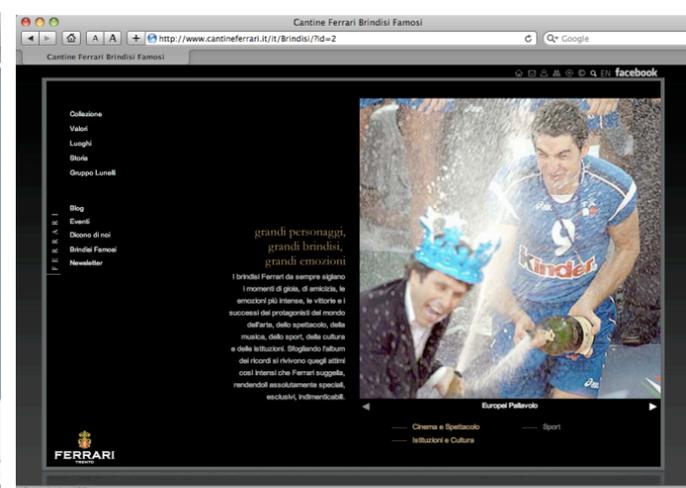
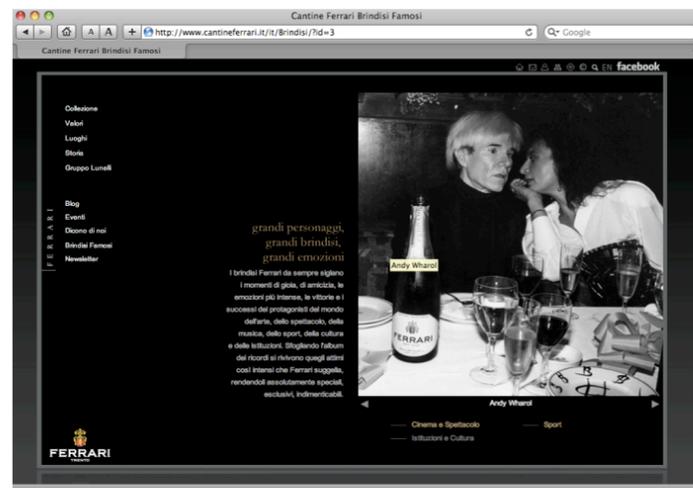


EMBROIDERY ON CANVAS

WHITE WOOD

4. The photographic style

The photographic style wants to represent Italian living. The photos, taken with a **strong and elegant black and white**, show moments of real life and take inspiration from the historical archive of Ferrari, full of politics, entertainment, fashion and sports presences.





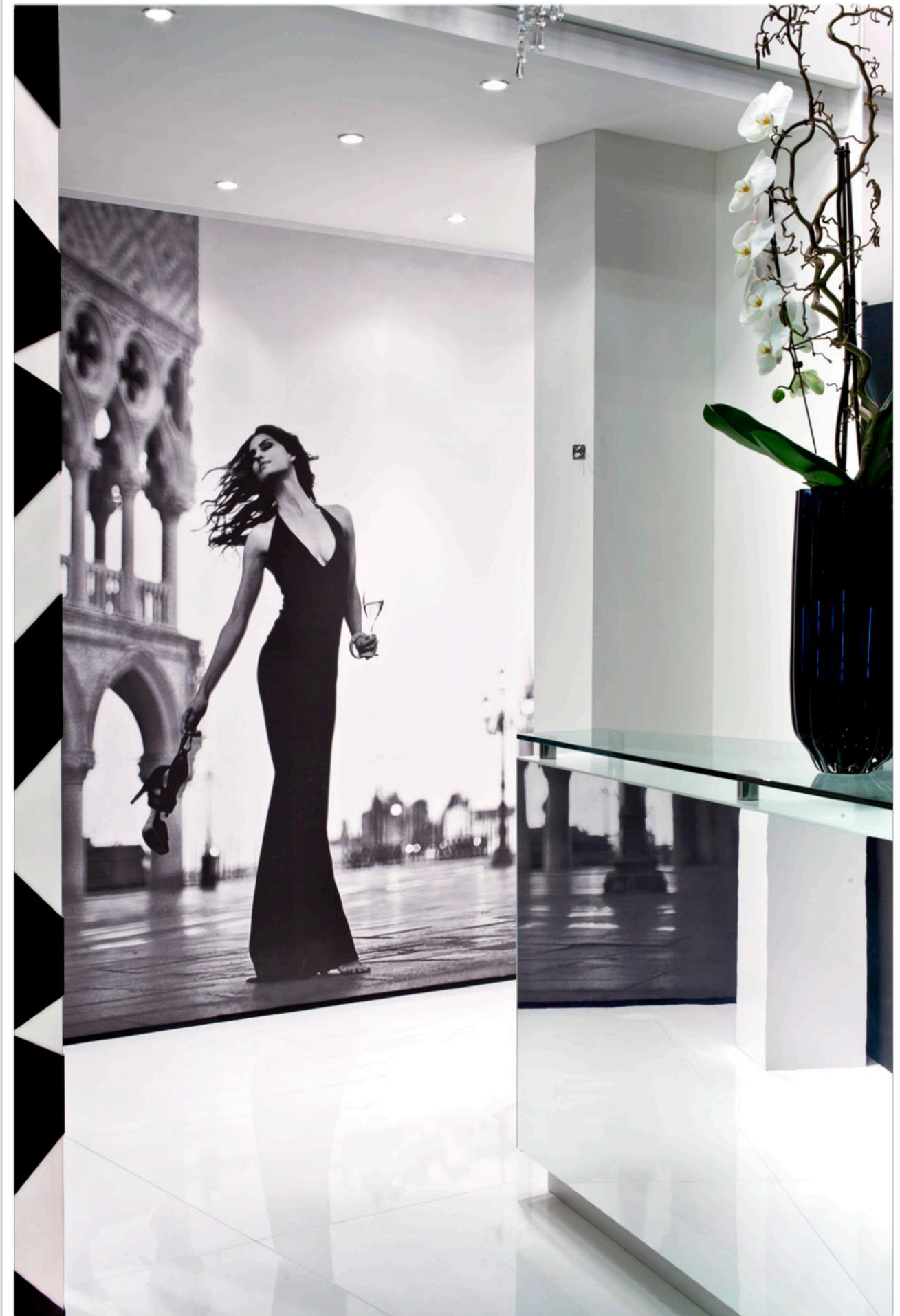
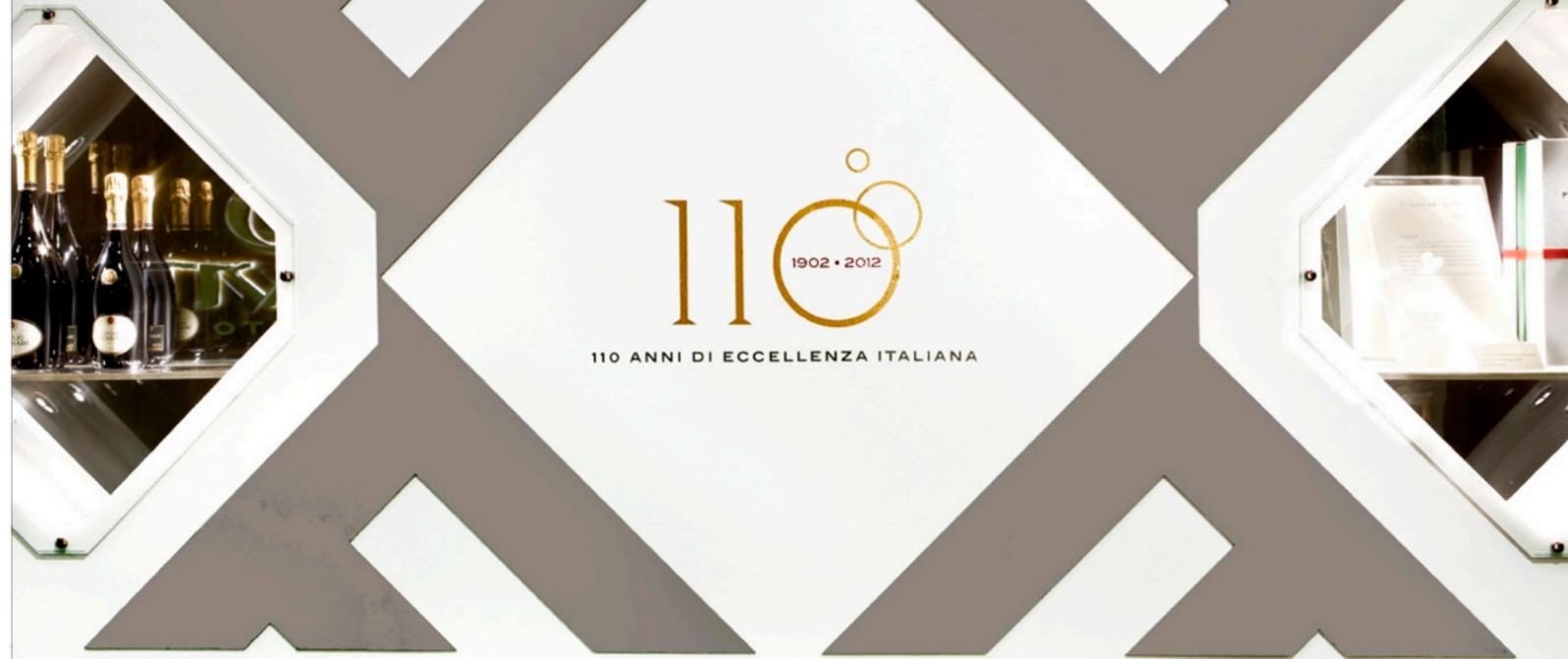




5. The Ferrari spaces

The spaces are the full celebration of all the style and mood defined since now.

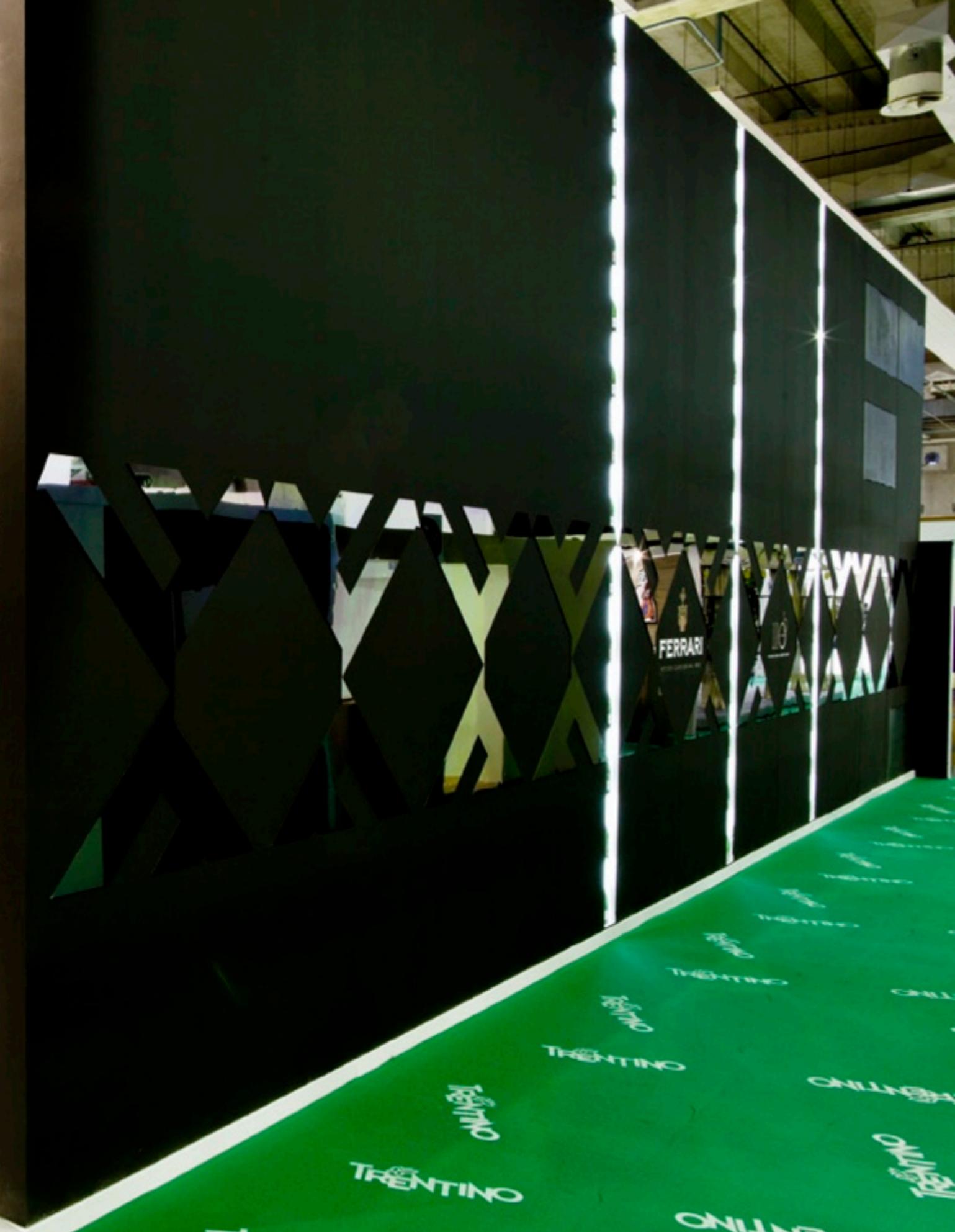
The Vinitaly stand



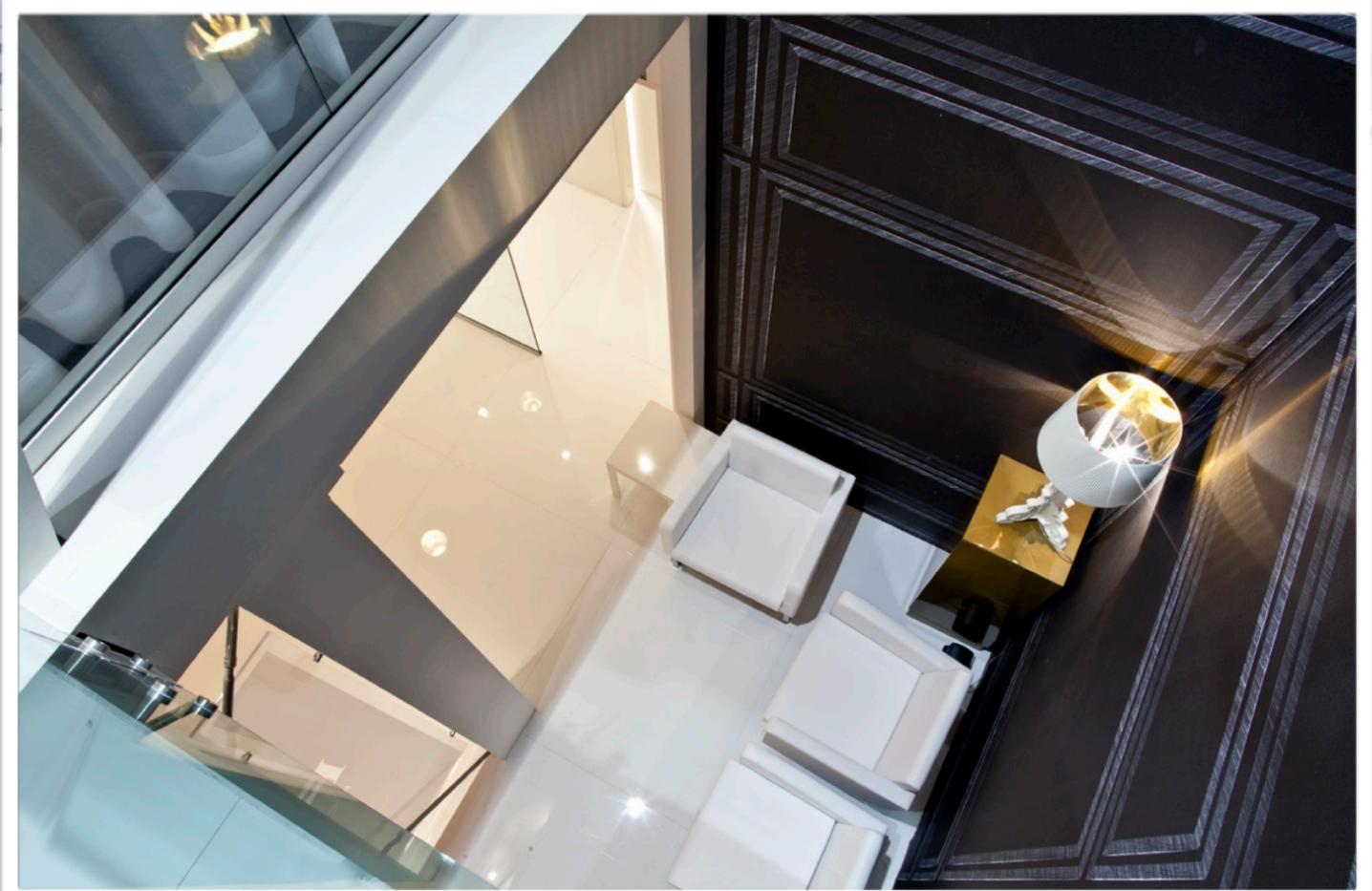
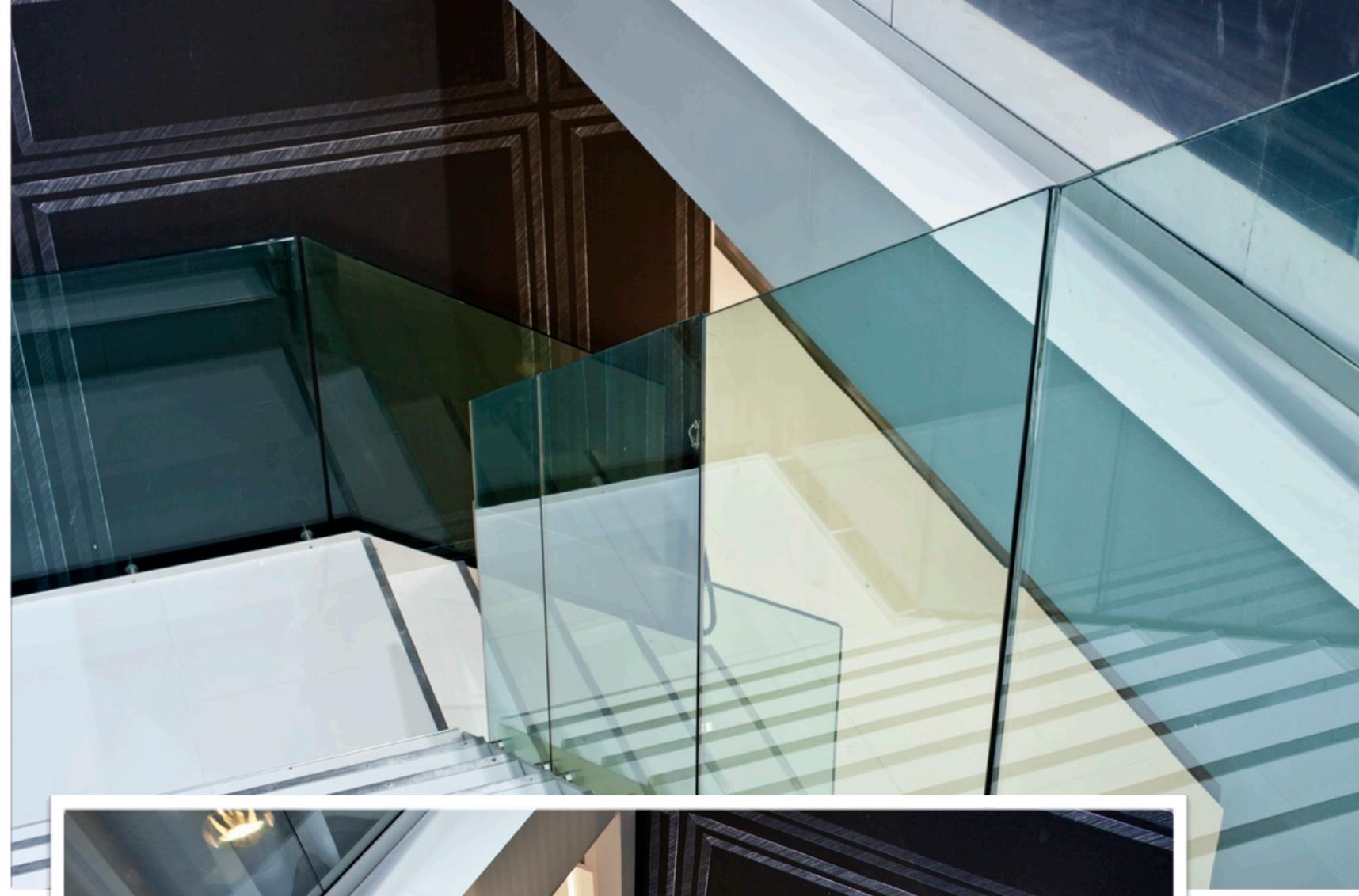


FERRARI

METODO CLASSICO DAL 1902







Ferrari Spazio Bollicine - Fiumicino



FEERRARI

METODO CLASSICO DAL 1902

FERRARI
SPAZIO BOLLICINE

FERRARI
1913

FERRARI
SPAZIO BOLLICINE

FERRARI
SPAZIO BOLLICINE







THE END
(FOR FERRARI'S CASE STUDY)

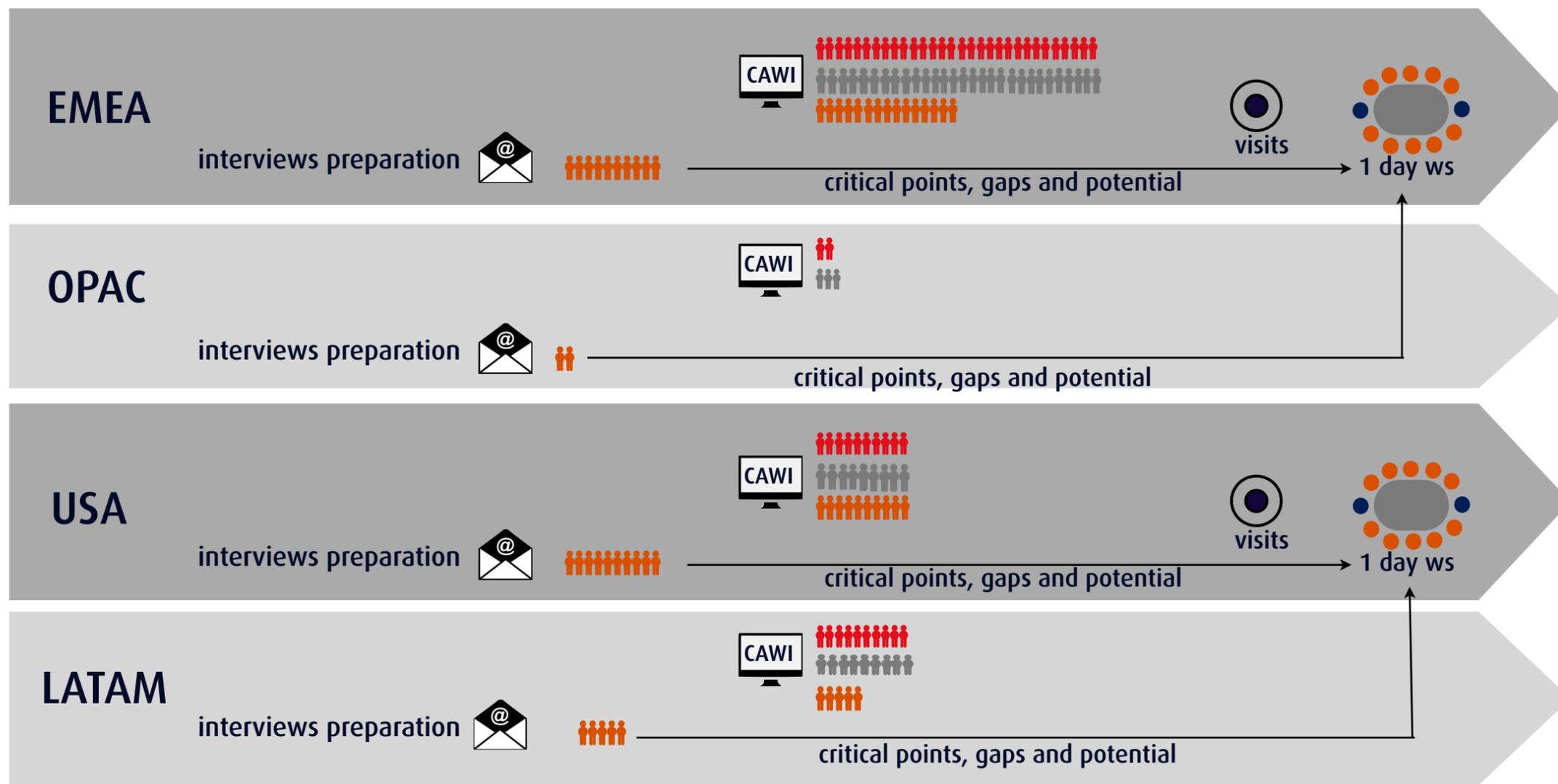
...AND WHEN THE
PROBLEM GETS BOLD...
(THE RESEARCH BECOMES **BRAVE**)

PHASE 1 ASSESSMENT AND ENGAGEMENT

**CONTEXT
DESK
ANALYSIS**



**FIELD ANALYSIS
INTERNAL AND EXTERNAL PERCEPTION**



**SHARED
WORLDWIDE
PERCEPTION
OF THE
BRAND
IN A
COMPETITIVE
FRAMEWORK**

LEGENDA

- key client
- key dealer
- key internal person
- mail interview
- web interview
- workshop

PEOPLE INVOLVED IN THE PROJECT

MARKETS	EMEA	USA	LATAM	OPAC	TOTALE
HIP. KEY COUNTRIES	Italy, France, Germany, UK, Northern Europe	USA	Brazil,...	China, Singapore,...	worldwide
HIP. NUMBER OF INTERVIEWS (CAWI METHOD)	20 key internal people 30 dealer 30 clients	10 key internal people 10 dealer 10 clients	5 key internal people 10 dealer 10 clients	5 dealer/clients	35 key internal people 105 dealer/clients
HIP. NUMBER OF E-MAIL QUESTIONARIES for WS	10-1 key people (internal)	10 key people (internal)	5 key people (internal)	1-2 key people (internal)	26-28 key internal people
	1 workshop (2 groups of 6-7 key people) we foreseen participant responsible for EUROPA, AFRICA e OPAC markets	1 workshop (2 groups of 7-8 key people) we foreseen participant responsible for USA and LATAM markets	we foreseen 5 manager taking part at the WS in USA	we foreseen 1-2 responsible taking part at the WS in EMEA	(4 groups composed by 6-8 people)
FURTHER INVESTIGATION	visit the Experience centre visits 1 dealer	visit the Experience centre visits 1 dealer			2 days of visit

TOOLS: INTERVIEWS, VISITS AND WORKSHOPS



QUESTIONNAIRE VIA E-MAIL

will be conducted directly by **RobilantAssociati**. The purpose of the questionnaire is to **bring to light key values and critical points in relation with Case perception** in Europe and USA, in order to **prepare the final workshop**.



COMPUTER ASSISTED WEB INTERVIEWS

will be conducted by professional interviewer of **GfK Eurisko Worldwide**, using a questionnaire prepared by **RobilantAssociati**. Each questionnaire will contain a **defined set of questions** (Point of strength and weakness, perception and brand association, competitors evaluation...) and a **variable part** in relation to the **interviewed's role** (dealer, client or manager of a specific area), concerning aspirations, objectives and tailored topic.



WORKSHOP

Considering **the strategic relevancy of the two areas: USA** (where the brand have its root) and **EUROPE** (Brand headquarter) we arrange, together with the e-mail interview **a workshop, where different perspectives can be compared, explored and discussed in order to build consensus within the decision makers**.



ON SITE VISITS

During the traveling for the workshops we foreseen a visit to the **experience centres** in Europe and in the USA and a couple of visit to **flagship dealer** for each market.



CONTEXT DESK ANALYSIS

will be conducted analysing communication materials of Case, key competitors and parallel market in order to evaluate the **brand emotional territories** each player hold in the segment scenario. This helps identifying potential future positioning for Case.



WORKSHOP: REASON WHY



Tell me
and I will forget.

Show me
and perhaps I won't remember.

**Involve me
and I will understand.**

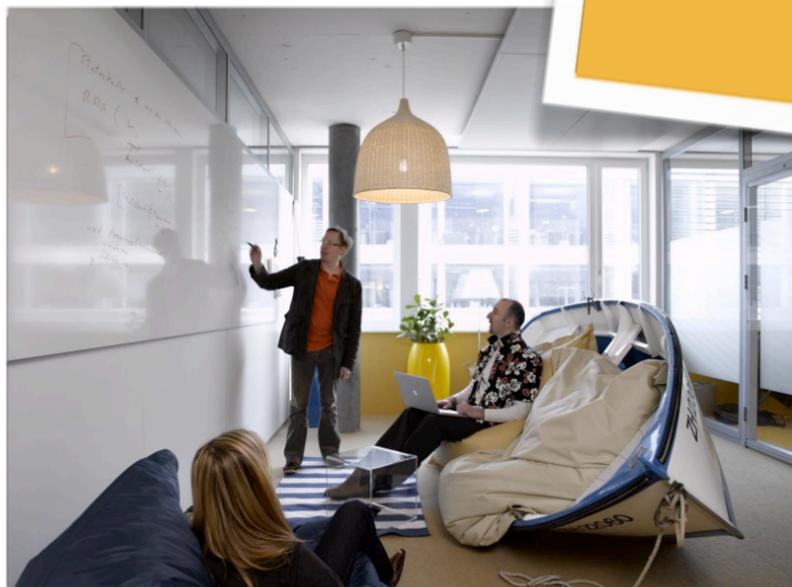
Native-American proverb

WORKSHOP: REASON WHY

Working directly with our clients on the project means:

Exploring

worldwide markets
insights and learnings



Imagining

future "brand
landscape" collectively

Refining

possible scenarios
(What if...)



Discussing

implications of the
scenarios at different
level (Regions and markets,
relation with CASE
Agriculture and NH,
communication activities, etc.)

Building

consensus

WORKSHOP: STRUCTURE

1. WORKSHOP INPUTS

Individual interviews, questionnaires and desk analysis allowed the expression of **individual ambition** and **perspective**. These **are compared and synthesised** in order to feed discussion during the workshop session.

2. DESIGNING THE FUTURE

the **projective and metaphoric** part of the workshop enacted through the **LANDSCAPE TEAMWORK EXPERIENCE***: a tool used in each situation where the Board is call to design new brands narrative.

3. POSSIBILITIES AND IMPLICATIONS

Is the more **analytic part** of the day where managers are **facilitated in the discussion on key issues, gaps and potentials** emerged during the prior investigation.

WORKSHOP: THE LANDSCAPE METAPHOR 1/3



LANDSCAPE Teamwork Experience®* is a metaphoric tool that allows to work on two level:

- a **projective symbolic level**,
the landscape represents the company future perspective, revealing its internal rules, values and relations with different stakeholders;
- a **literary level**
that allows to observe the management alignment and to analyse the meaning and implication of the choices made.

* LANDSCAPE Teamwork Experience® is tool registered by Rosanna Celestino

WORKSHOP: THE LANDSCAPE METAPHOR 2/3



IF CASE OF THE FUTURE WAS A LANDSCAPE.... HOW WOULD IT BE?

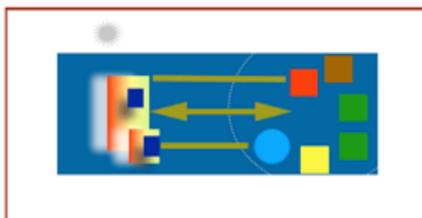
The **metaphor** is a powerful tool that allows **describing complex concepts** with simple, familiar and representative images.

The metaphor of the **landscape** is chosen because it gives a **wide perspective** and it contains natural, anthropomorphic and artificial **elements that need to be integrated in a unique and coherent vision.**

The use of **incompatible objects** and **uncorrelated materials** allows to face the complexity of reality.

WORKSHOP: THE LANDSCAPE METAPHOR 3/3

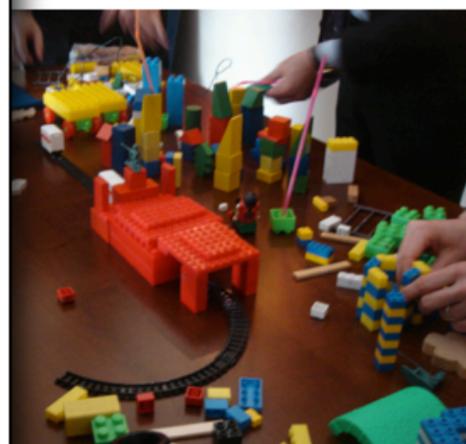
XXX NEL MONDO



Modello organizzativo "relazionale" centrato sul valore dell'ascolto e dello scambio. Anche in questo caso la scelta è quella di raccontare la dimensione valoriale e identitaria: l'azienda è rappresentata nelle sue caratteristiche di legame con la terra, sostenibilità, benessere usando soprattutto materiali naturali; il mondo, con il quale l'azienda è in costante contatto, ha materiali e architetture diverse. Il dialogo è possibile ed è rappresentato dal ponte intorno al quale quasi tutto il gruppo si posiziona. È l'unico dei quattro paesaggi nel quale "dentro e fuori" dell'azienda sono rappresentati nello stesso spazio.

CONCETTI CHIAVE: **PONTE - MONDO**

ARMONIA DELLA COMPLESSITÀ



Modello organizzativo delle "competenze" centrato sull'interazione tra i valori il saper fare delle persone. Lavorare sulla dimensione "astratta" dei valori propri dell'identità aziendale, ha permesso di usare tutto lo spazio a disposizione e oltre (il mare), di dare un grande equilibrio all'insieme e di usare in modo efficace ed efficiente le risorse assegnate e oltre (usato anche il materiale di "servizio"). Nel prendere posizione nel paesaggio, la libertà data dalla costruzione valoriale, ha permesso di immaginarsi in posizioni diverse.

CONCETTI CHIAVE: **TRASFORMAZIONE - PROSPETTIVA**

CREDENTIALS

ROBILANT: FACTS AND FIGURES

ROBILANT: FACTS AND FIGURES



BRAND PERSONALITY

Over 30 years of experience

Over 70 professionals

Building partnership

Combining Strategy & Creativity

An Italian and independent company

Passion for beauty

A strong innovative attitude

BRAND FIGURES

Founded in 1984

2000 sq. Headquarters

141 National & International Awards

86% Clients Loyalty

75 Relevant project in 2012

24% growth in 2011 vs 2012

12 Mln Euro Turnover in 2012

ROBILANT WORLDWIDE PRESENCE

National Leadership
30% of turnover on international markets



Based in Milano, in an old chocolate factory, we are the only **Italian Company** in the industry, with **international visibility**.

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MARKETS

- Australia
- Brazil
- China
- Germany
- Japan
- Korea
- Iran
- Malaise
- New Zealand
- Russia
- Spain
- South Africa
- Switzerland
- Thailand
- Ukraine
- U.S.A
- Venezuela

INDUSTRIES

- Automotive
- Banking & Finance
- Beverage
- Energy
- Fashion
- Food
- Luxury Goods
- Personal Care
- Publishing
- Spirits
- Tobacco
- Wine Industry

ROBILANT: KEY ITALIAN CLIENTS



ROBILANT: KEY ITALIAN CLIENTS



ROBILANT: KEY INTERNATIONAL CLIENTS





ROBILANT ASSOCIATI
Brand Advisory & Strategic Design

LEVERAGING BRAND TALENT®

THANK YOU!

FON ANY "LATE QUESTION"...

angela.demarco@robilant.it