

BRANDING

Creating a Brand with its equities, values,
reputation, universality, identifying and
creating his world

1 Research competitors

2 Positioning on the market

3 Create a Brand

a

- name
- logo
- fonts
- corporate colors

b

- rallying cry (slogan)
- brand equity (assets represented by brand)
- tono di voce
- brand image (what customers perceive from you)
- brand identity (what you want the customers to perceive)
- > per noi uguali

Mission

Our mission is to develop a world where the consumer society becomes conscious of itself. We need a new consumption education, a commitment for the right purchase; we need an “Art” of the choice of the garment, a new image of the fashion item.

Vision

Redefine the client’s priorities, discovering the real values beyond a product.

Values

Sustainability

Ethics

Respect

Biocompatibility

Social Commitment

Integrity

Care

Trust

Quality

Excellence

Differentiation

R&D

Innovation

Technology

Passion

Creativity

Be Stilish

Glamour

Target

USP

Uniqueness of the product
compared to competitors

4P

- product
- price
- place
- promotion

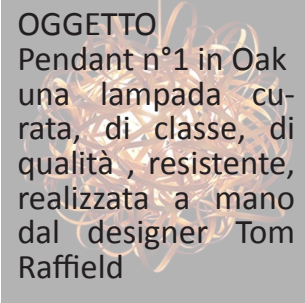
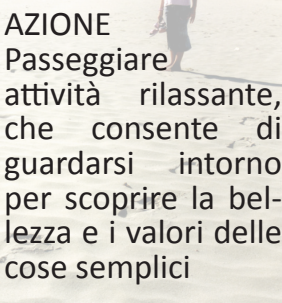
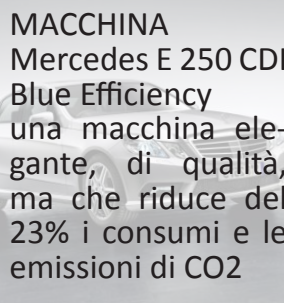

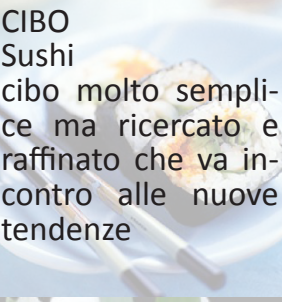
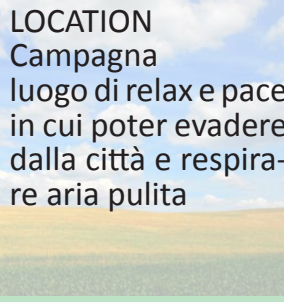
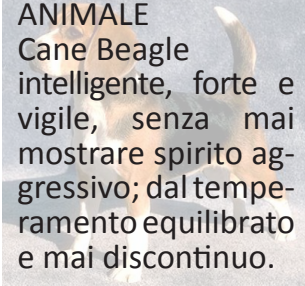

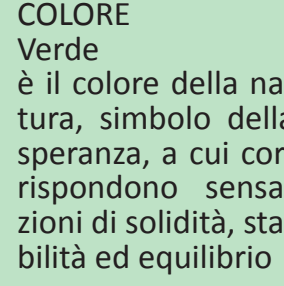
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- Strengths
- Weaknesses
- Opportunities
- Threats

Portrait of the company



Portrait of the company

 <p>OGGETTO Pendant n°1 in Oak una lampada curata, di classe, di qualità, resistente, realizzata a mano dal designer Tom Raffield</p>	 <p>AZIONE Passeggiare attività rilassante, che consente di guardarsi intorno per scoprire la bellezza e i valori delle cose semplici</p>	 <p>MACCHINA Mercedes E 250 CDI Blue Efficiency una macchina elegante, di qualità, ma che riduce del 23% i consumi e le emissioni di CO2</p>
 <p>STILISTA Sandra Backlund per le sue creazioni usa materiali di origine naturale o riciclati. Il suo stile è definito "Haute garbage"</p>	 <p>CIBO Sushi cibo molto semplice ma ricercato e raffinato che va incontro alle nuove tendenze</p>	 <p>LOCATION Campagna luogo di relax e pace in cui poter evadere dalla città e respirare aria pulita</p>
 <p>ANIMALE Cane Beagle intelligente, forte e vigile, senza mai mostrare spirito aggressivo; dal temperamento equilibrato e mai discontinuo.</p>	 <p>FIORE Giglio fiore semplice, ma bellissimo, simbolo della purezza e della bellezza</p>	 <p>COLORE Verde è il colore della natura, simbolo della speranza, a cui corrispondono sensazioni di solidità, stabilità ed equilibrio</p>