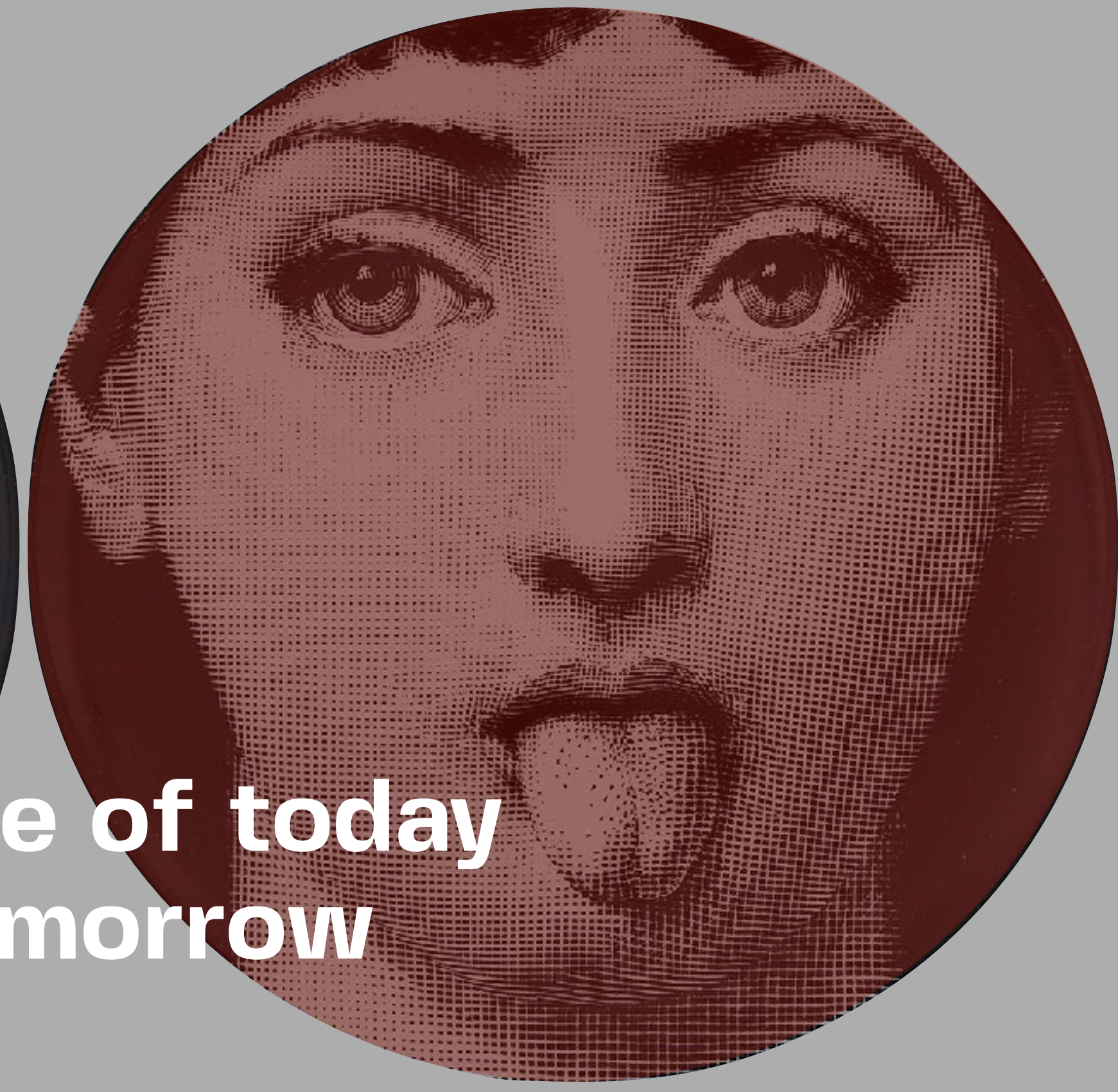




Brand Strategy



**2023:
Made in Italy 4.0**

**What our national brand is made of today
and how to reinvent it for tomorrow**

OUTLINE

Part 1

Made in Italy: what is it made of?

1. PICTURE

Consumer perceptions (the good and the bad)

2. MARKET, QUANT AND COMPETITION

Structural data and quant comparison
VS competition

3. CONSUMER INSIGHTS

The MII pillars

4. ACTIONS

The MII champions



OUTLINE

Part 2

Made in Italy: how to reinvent it?

1. PROMOTION

Leveraging today's MII at its full potential

2. A NEW ERA

Who is reinventing MII today and how

3. TAKEOUTS FOR BRANDS

Made in Italy 4.0: actionable insights



MADE IN ITALY'S 5 PILLARS

LOCALISM/TIPICALITY

Made in Place



REINTERPRETATION

Made in Family

1 OCTUBRE 1971
i Nonino creano la Grappa Monovitigno®
 A Peruto inizia la nuova era della Grappa. Benito e Gianzole, nel rispetto della tradizione, rivoluzionano il sistema di produrre e presentare la Grappa in Italia e nel mondo. Creano la Grappa di singolo vitigno, il Monovitigno® Nonino, cistando separatamente le vinacce dell'uva Pinot.
 SCOPRI LA RIVOLUZIONE NONINO



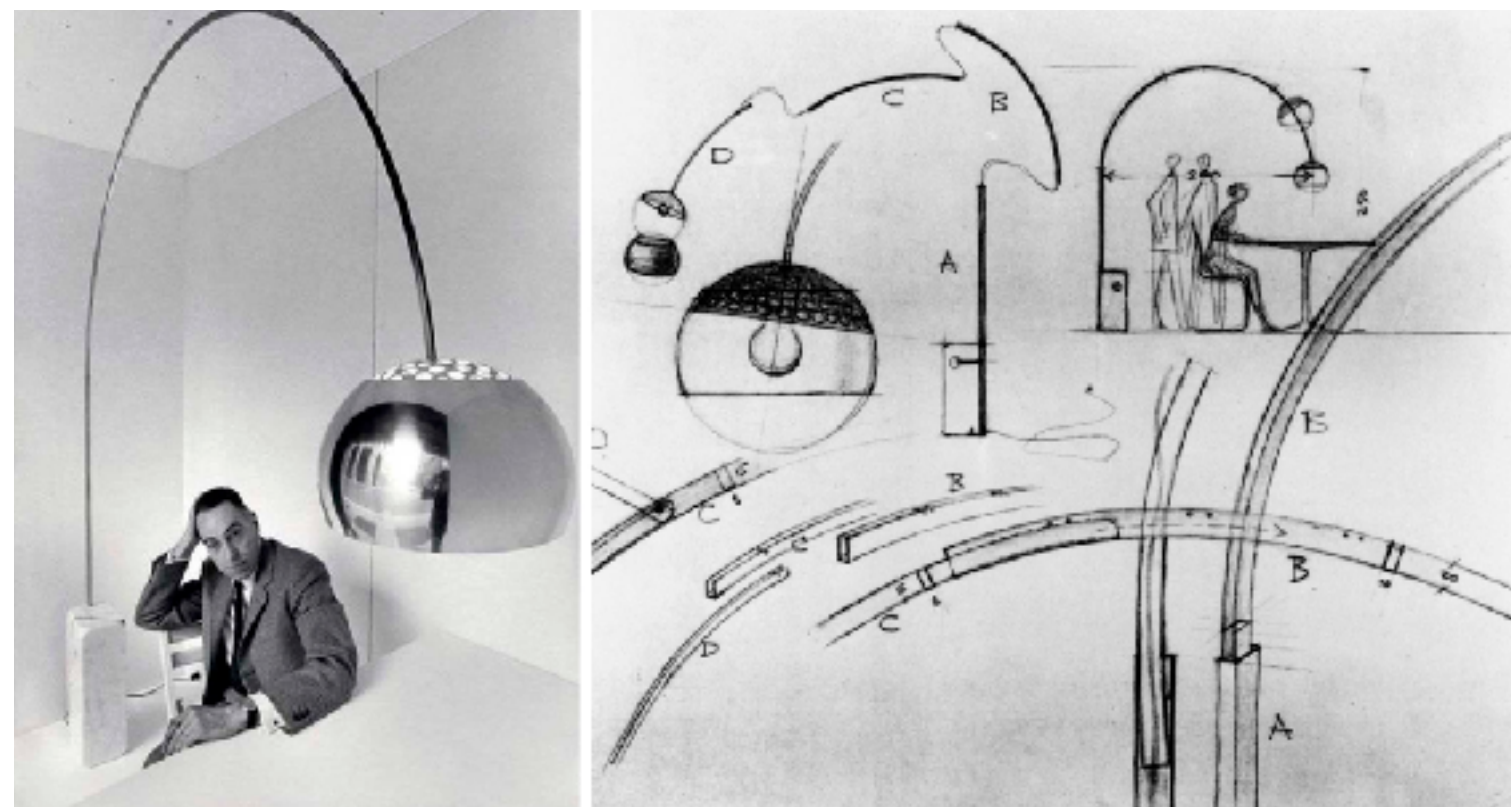
CRAFTSMANSHIP

Made in Quality



CLASSICAL HARMONY

Made in Simplicity



HEDONISM

Made in Pleasure





***“...Italy is a beautiful country to visit,
but it is far from an international lifestyle
and from the most modern nerve centers...” (Russia)***

***“...I think that much of the success of Made in Italy
comes from the retro design of the 60s.
I do not know how much space new designers have...” (GB)***

***“...What is perceived of Made in Italy is static over the years.
I do not see new values associated...” (France)***

Warning: Innovation VS tradition

An excessive focus on a glorious past risks to crystalize Made in Italy, making it little receptive towards innovation.

Reinterpretation of the past should be leveraged by Italian brands as a springboard for innovation and dynamism and never as an element of self-referentiality.

REINVENTING MADE IN ITALY: CASE HISTORIES



GUCCI



**TOILET
PAPER**



**FONDAZIONE
PRADA**



**MASSIMO
BOTTURA**



Brand Strategy

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