

# BRANDING BY DESIGN

Gli otto caratteri  
della marca post digitale

# @giuseppemayer

Managing Partner **ANTIFRAGILE** | Digital Change Agent

Autore **“Dallo Spot al Post”** (2015 LSWR),  
**“Trasformazione Digitale”** (2017 EGEA),  
**“BrandingByDesign”** (2020 EGEA).



# I brand di maggiore valore



Google amazon



Coca-Cola

SAMSUNG



Disney



IBM



facebook



ORACLE



HONDA



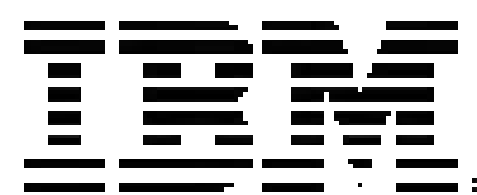
# Nati tecnologici



Google amazon



SAMSUNG



facebook.



ORACLE



HONDA



# Re-inventati tramite la tecnologia



Google amazon



Coca-Cola

SAMSUNG



Disney



IBM



facebook.



LOUIS VUITTON

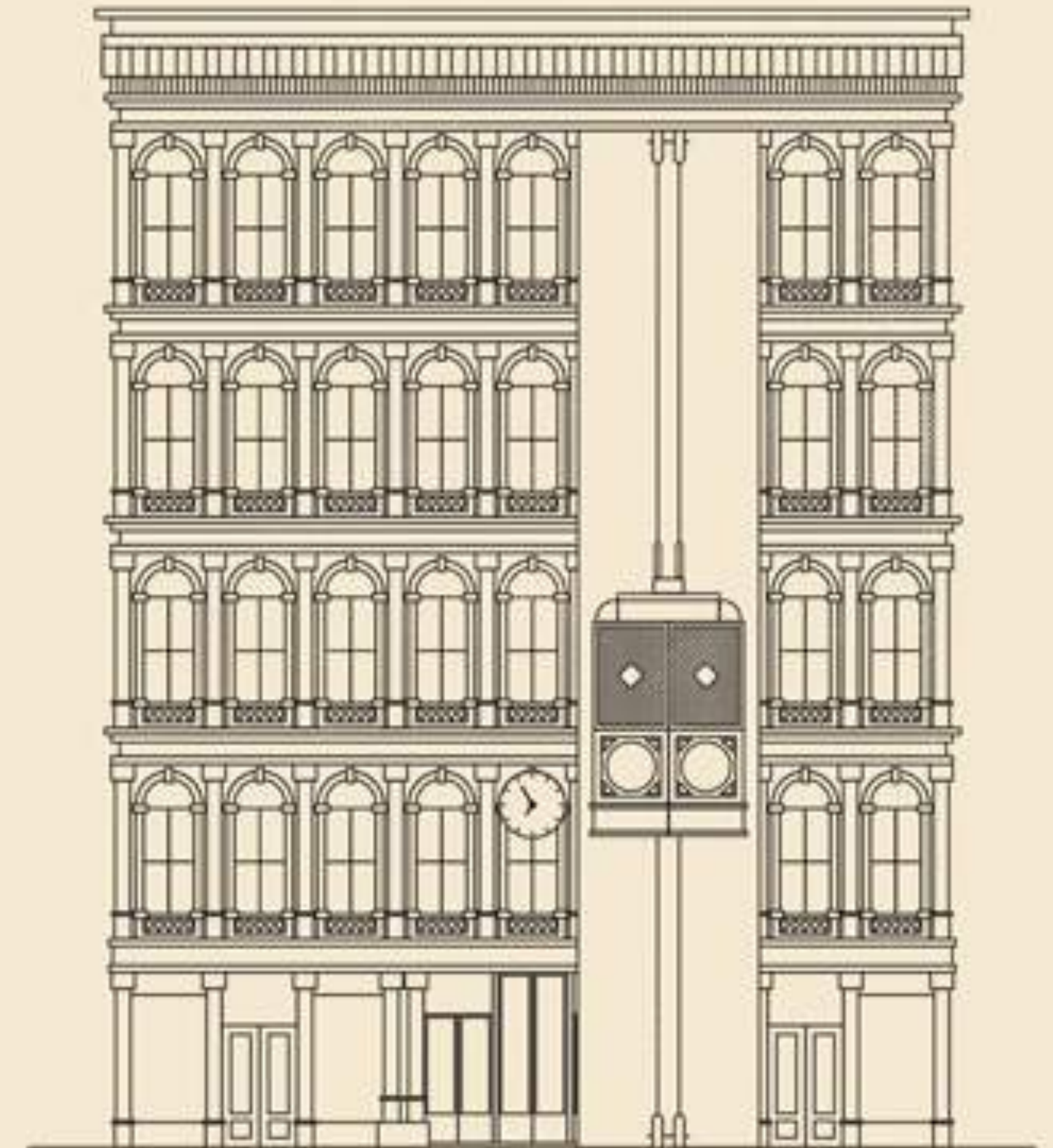
ORACLE



HONDA



Non è la **tecnologia** a non essere pronta per **noi**, siamo **noi** a non essere pronti per la **tecnologia**.



1857

ELISHA OTIS INSTALLS FIRST SUCCESSFUL PASSENGER ELEVATOR



Prima del digitale

# 1941: il primo SpotTV



Costo .... 9\$



# Brand | prima del digitale

Nascono seguendo le **abitudini**  
di fruizione **media** delle persone



LEGGERE

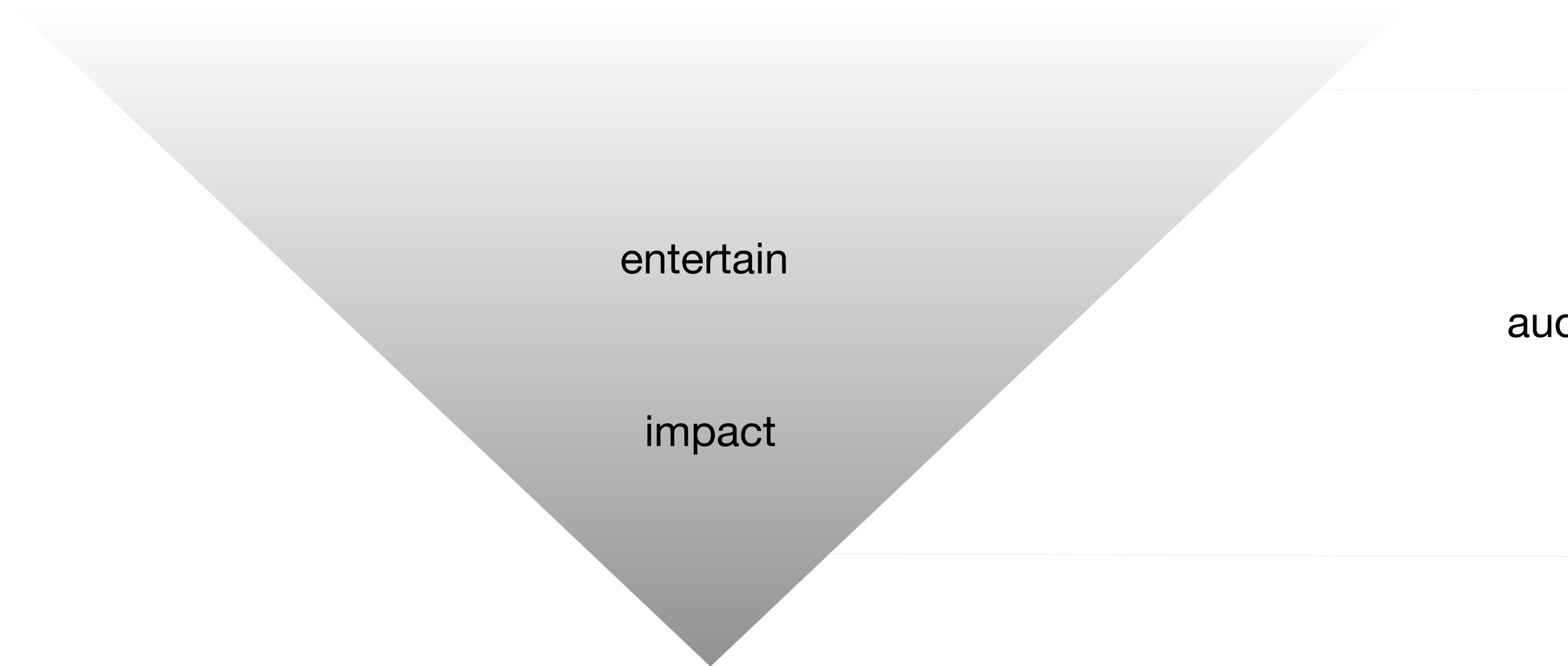


ASCOLTARE



GUARDARE

**top-down**  
share of **voice**



**CULTURE**

# M O N O L O G O

A close-up, slightly desaturated photograph of a greyhound's face. The dog's eyes are wide open, looking directly at the camera with an intense expression. The fur is a mix of grey and white, with fine details visible in its texture. The background is blurred, showing hints of an outdoor setting.

# LENTO



C H I U S O

**CHANGE**

**AHEAD**





Google

Google



AdAge

Advertising Week 2019

Carol Williams animated

2019 40 Under 40

Forbes

NewsCred

How to Integrate Your Marketing Org

Reduce Wasted Efforts, Increase Collaboration, & Turbocharge P

4,352 views | Nov 20, 2018, 00:53am

# Are Millennials Killing Name Brands?



Neil Howe Contributor  
Policy

Last month, Target launched brand, Smartly, that features household products priced at Smartly is just one of 20 diffe

thebrandgym

WHAT WE DO

QUALITY@SPEED



## IS DIGITAL MARKETING KILLING BRANDS?

"Digital marketing has unleashed an obsession with efficiency, trading long-term brand-building for short-term ROI. We've put the golden goose in a battery farm of scientific efficiency, and it's killing the brand, business growth and profit," suggested Simon White of FCB West in a recent Ad Age article. Strong words. And pretty controversial, given the continued, explosive growth in digital ad spending.

DigitalNext

# IS EFFICIENCY KILLING BRANDS?

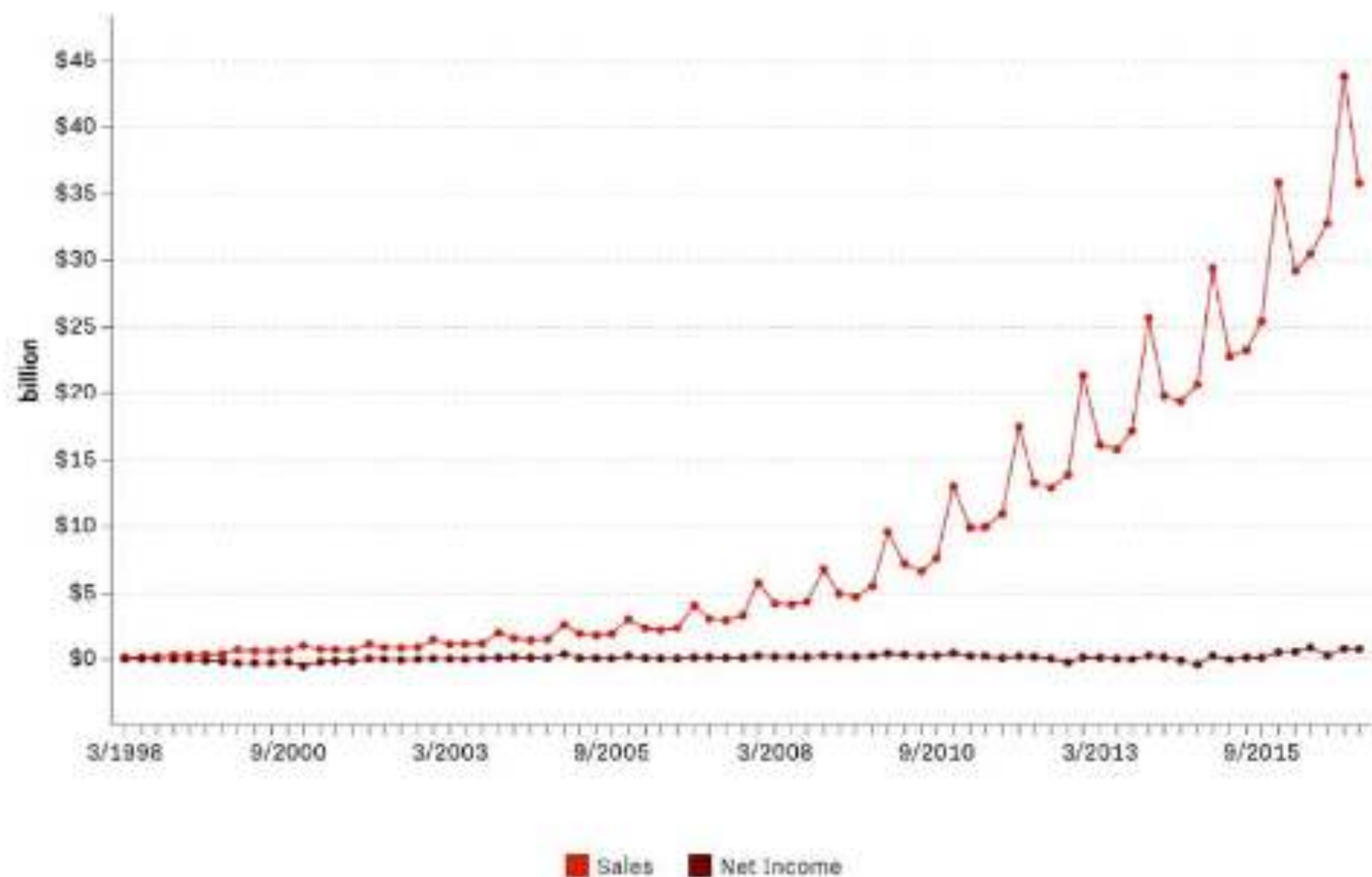
By Simon White. Published on October 18, 2017.

Digital marketing has unleashed an obsession with efficiency and short-termism, one that's trading long-term brand-building for short-term ROI. We've put the golden goose in a battery farm of scientific efficiency, and it's killing the brand, business growth and profit.

Companies such as Procter & Gamble, Coca-Cola and Motorola, for example, have raised the issue recently. This past summer, the world's

Google

# Amazon come strumento di marketing



The screenshot shows the Amazon website interface. At the top, there's a search bar with 'Coca-Cola' entered. Below the search bar, there are navigation links like 'Home', 'Orders', 'Accounts & Lists', etc. The main content area displays search results for Coca-Cola products. A prominent banner at the top of the results says 'Get Your Favorite Coca-Cola® Products Here'. Below this, several product listings are visible, including 'Coca-Cola Cherry Soda, 12 12oz Cans', 'Coca-Cola Soda, 12 12oz Cans', and 'Coca-Cola Soda, 12 12oz Cans'. Each listing includes a product image, price, and customer ratings.

Cosa non è cambiato?

**fiducia > scelta**

# Brand | dopo il digitale

Nascono seguendo le **abitudini tecnologiche**  
delle persone e le loro **esperienze**





# Come si misura l'experience?



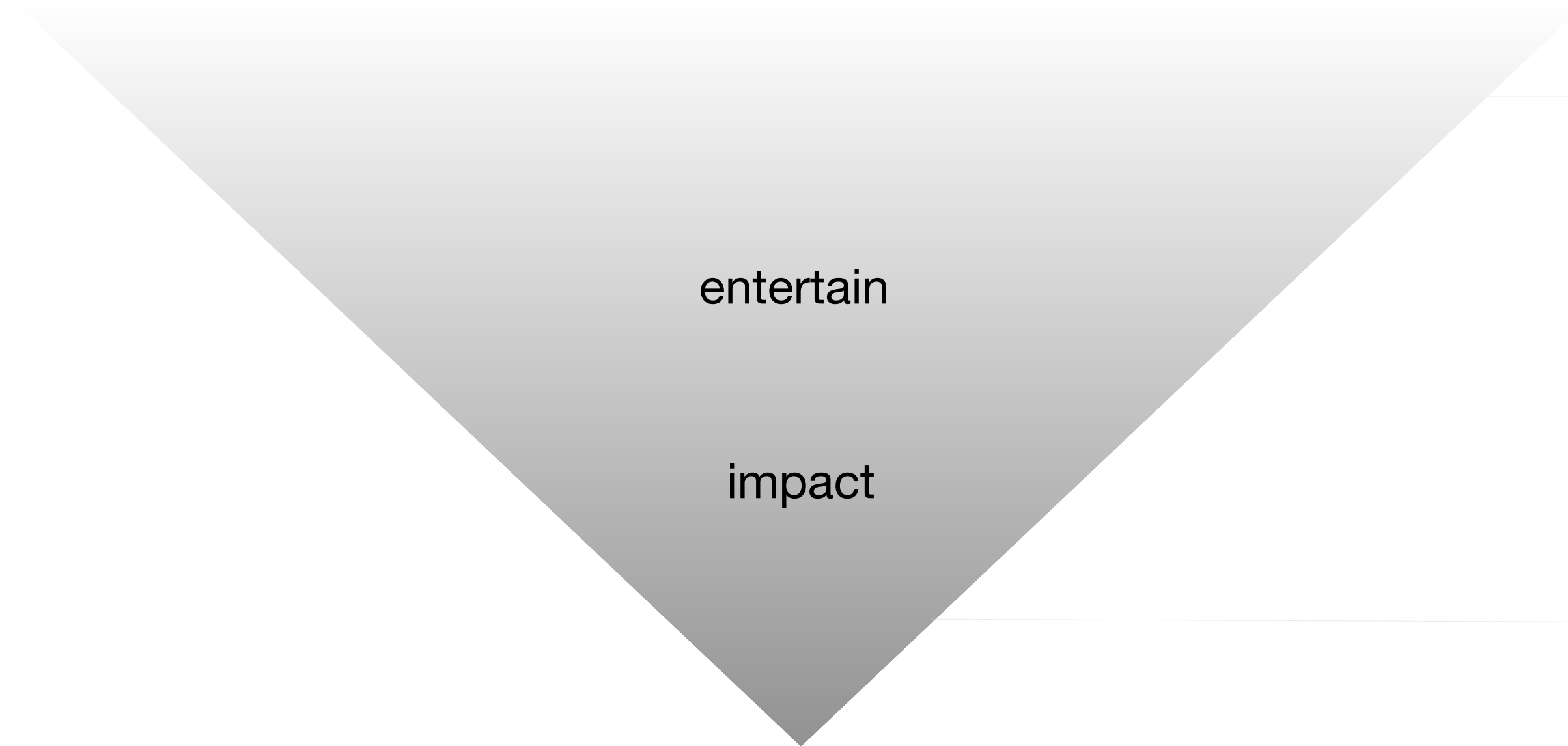
# Brand | dopo il digitale

I momenti di **interazione** tra persone e brand tramite la **tecnologia** diventano **prioritari** rispetto al valore narrativo delle idee



Google

**top-down**  
share of **voice**



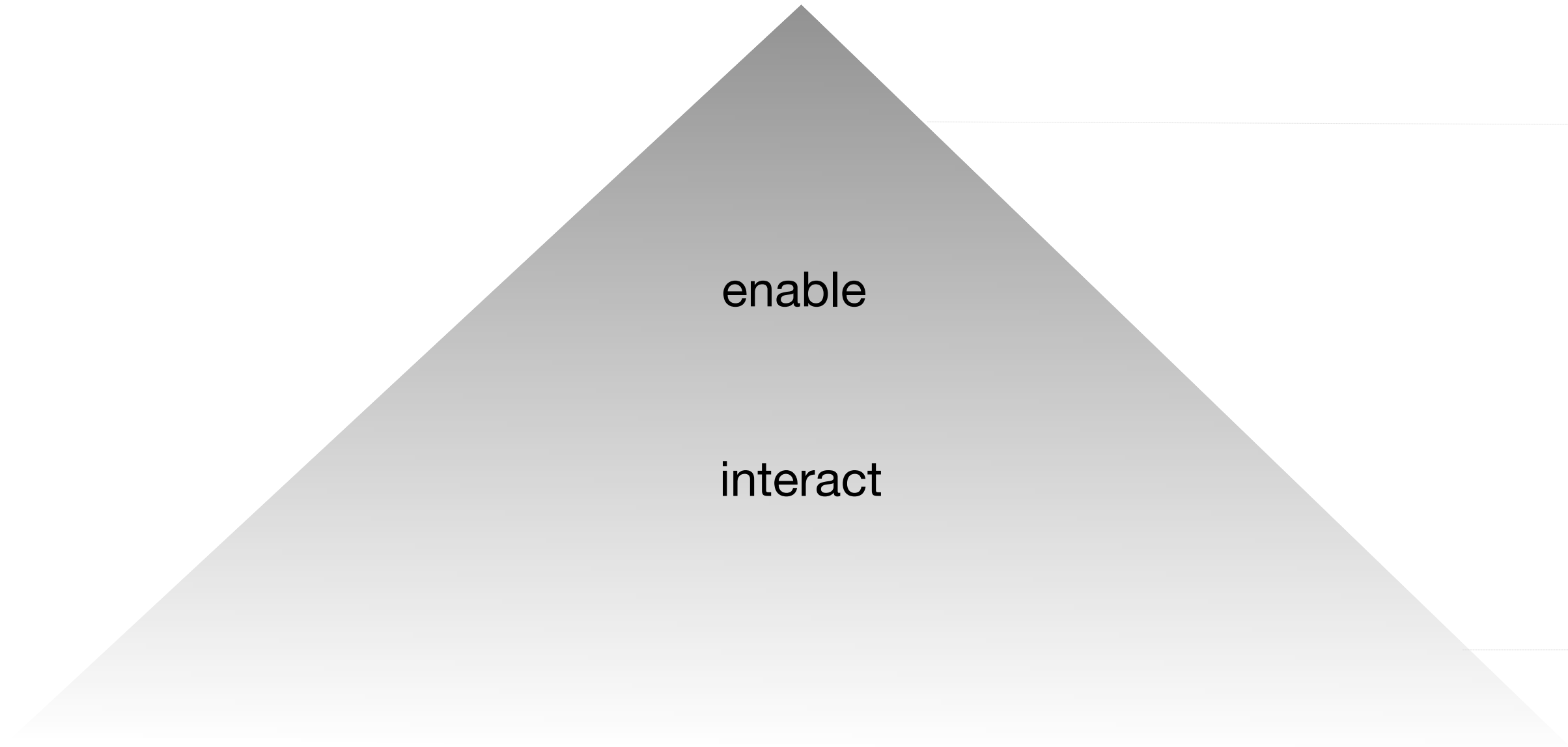
audience

impact

**play**

participant

share of **time**  
**bottom-up**

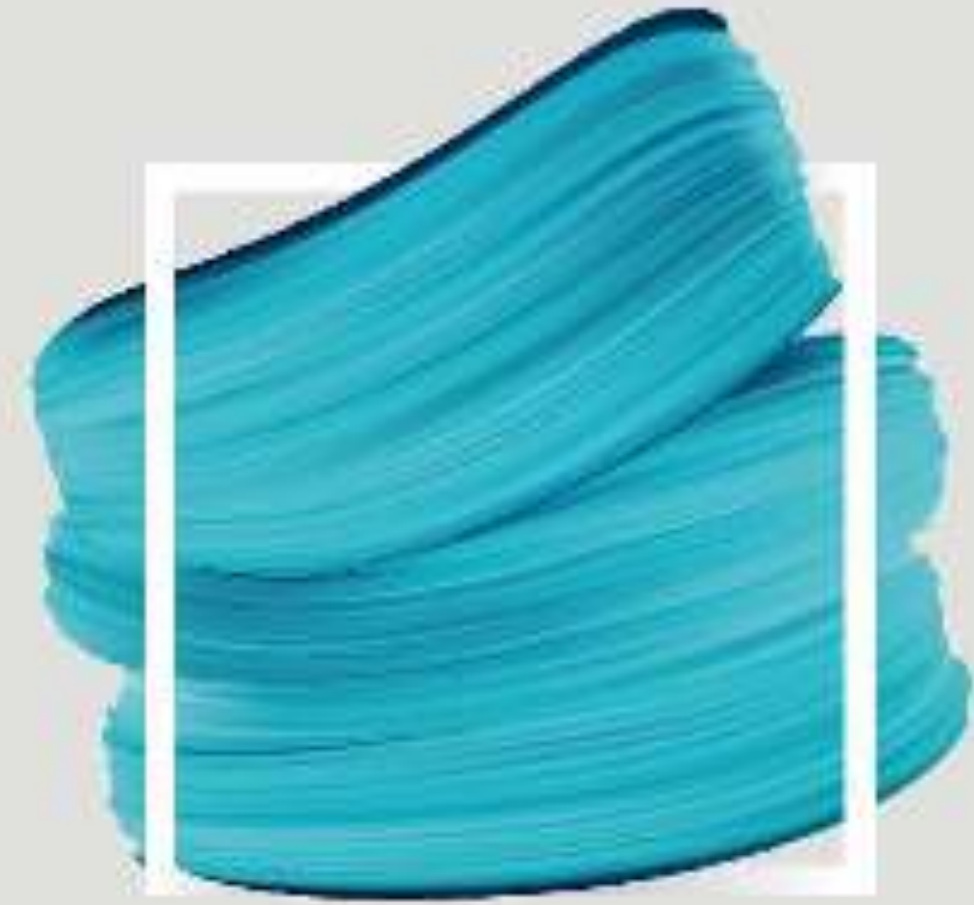


users

enable

interact

**“Brand is a lot like a person.  
Branding is about finding  
the very best of that person”**



# BRANDING BY DESIGN

Gli otto caratteri  
della marca post digitale

**EMPATICA**

**INCLUSIVA**

**EMPOWERING**

**PERSONALE**

**AUTENTICA**

**ADATTIVA**

**AFFIDABILE**

**RILEVANTE**



# EMPAATICA

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Saper ascoltare e condividere  
la propria visione del mondo



Issued by **AEROMEXICO**

powered by **Google**

NOMBRE / NAME

# PEOPLE ARE THE PLACES

Impacts:

340M  
Online

279M  
Offline

Reach:

40M  
Online

67.2M  
Offline

20M  
Views

NOMBRE / NAME

SMITH / ALICE

ORIGEN / ORIGIN

# ALICE

MEX

FECHA / DATE

09 JUL

HORA / TIME

11:11

ASIENTO / SEAT

16F

[www.personasquesondestinos.com](http://www.personasquesondestinos.com)



DESTINO / DESTINATION

# JAMIE

JFK

ISSUED AND OPERATED BY  
**AEROMEXICO**



VUELO / FLIGHT

AM 3

We became the first airline in opening millions of destinations by turning every single person into a destination.

## IMPACTING 20% OF ONLINE SALES

DE / FROM

We invented a new digital way of selling plane tickets.

Instead of geography, we focused on the people, turning every single person into a destination.


We created a web platform connected with Google technologies and major social media tools fully integrated with our e-commerce back-end.

A / TO

Users can now also directly choose the person they want to fly to, wherever this person is in the world, and do it with Aeromexico.

By completing their purchase online, users receive an e-ticket that reflects this personalization and that works like any boarding pass on any device, at any airport.

We couldn't change geography, so we revamped its logic.

A photograph of two women embracing on a rocky shore at dusk. The woman on the left has short blonde hair and is wearing a black long-sleeved top and black pants. The woman on the right has dark hair and is wearing a black sports bra and black leggings. They are standing on a large rock in the foreground, with a body of water and a distant shoreline in the background. The sky is a soft, hazy grey.

# INCLUSIVA

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Saper accogliere e far partecipare  
le persone nella definizione dell'offerta





# PERSONALE

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Saper rendere il proprio messaggio  
pertinente e significativo per ciascuna persona



A man in a white t-shirt is holding a baby up in the air against a clear blue sky. The baby is smiling and looking towards the camera. The man's arms are extended upwards, supporting the baby. The overall scene is bright and positive.

# EMPOWERING

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Saper motivare le persone a migliorarsi  
grazie alla relazione con la marca



**It's called Today at Apple**



# AUTENTICA

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Saper raccontare la propria unicità  
in modo trasparente e onesto



**DON'T BUY  
THIS JACKET**

**patagonia**<sup>®</sup>

**REDUCE**

WE make useful gear that lasts a long time  
YOU don't buy what you don't need

**REPAIR**

WE help you repair your Patagonia gear  
YOU pledge to fix what's broken

**REUSE**

WE help find a home for Patagonia gear  
you no longer need  
YOU sell or pass it on\*

**RECYCLE**

WE will take back your Patagonia gear that  
is worn out  
YOU pledge to keep your stuff out of the  
landfill and incinerator

**REIMAGINE**

TOGETHER we reimagine a world where we  
take only what nature can replace





# ADATTIVA

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Saper adattare la propria offerta  
alle richieste e alle opportunità

# SOFFA SANS

VALLENTUNA Hillared Dark Grey

# 01

**Perspective:**  
Isometric

**Font release date:**  
June 2019

© Inter IKEA Systems B.V 2019



Search **sofa-planner**,  
and enter any letter code  
to view or modify your  
configuration



Download the font  
package free on **da-font**



47WG7S



47Z53W



47WVPW



47WGKW



47WGFL



47WGGW



47WGW4



47WH23



47WHB3



47WT9C



47WJF4



47WHMD



47WV5R



47WV8J



47WMVQ



47Y43V



47WH9H



47WWHR



47WWQV



47WWS3



47WY8N



47Y28D



47Y2HR



47Y32J



47Y3G3



47Y38P



47Z24T



47Z2FS

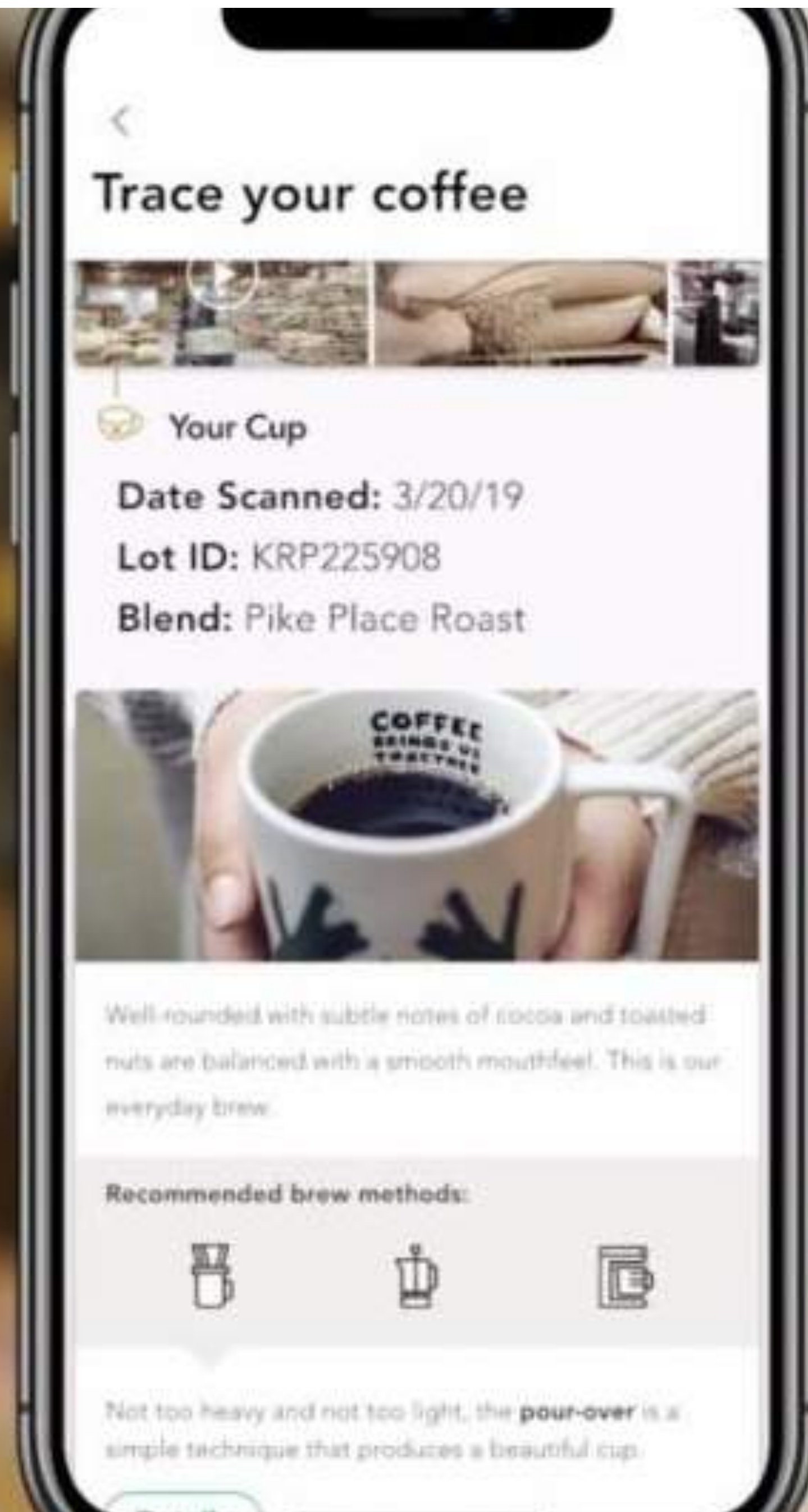




# AFFIDABILE

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Saper gestire privacy e sicurezza con responsabilità  
e generando fiducia

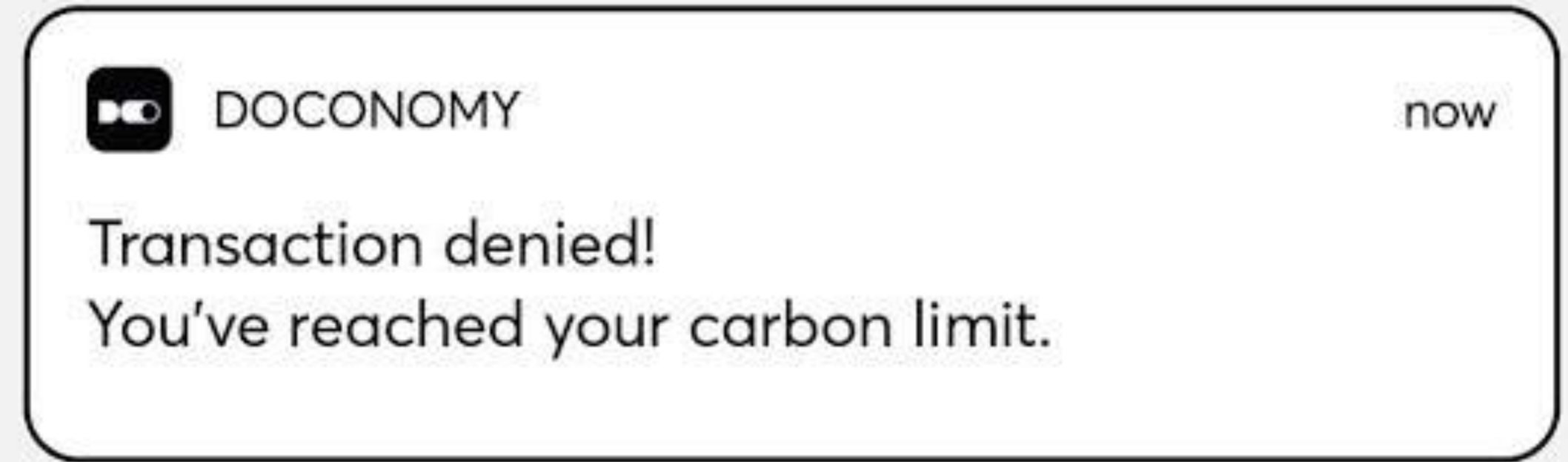


A shirtless man with dark hair and a beard is holding a flag with red and green stripes. He is looking off to the side with a serious expression. The background is dark and out of focus, suggesting a protest or public gathering. The word "RILEVANTE" is written in large, white, hand-drawn letters across the center of the image.

# RILEVANTE

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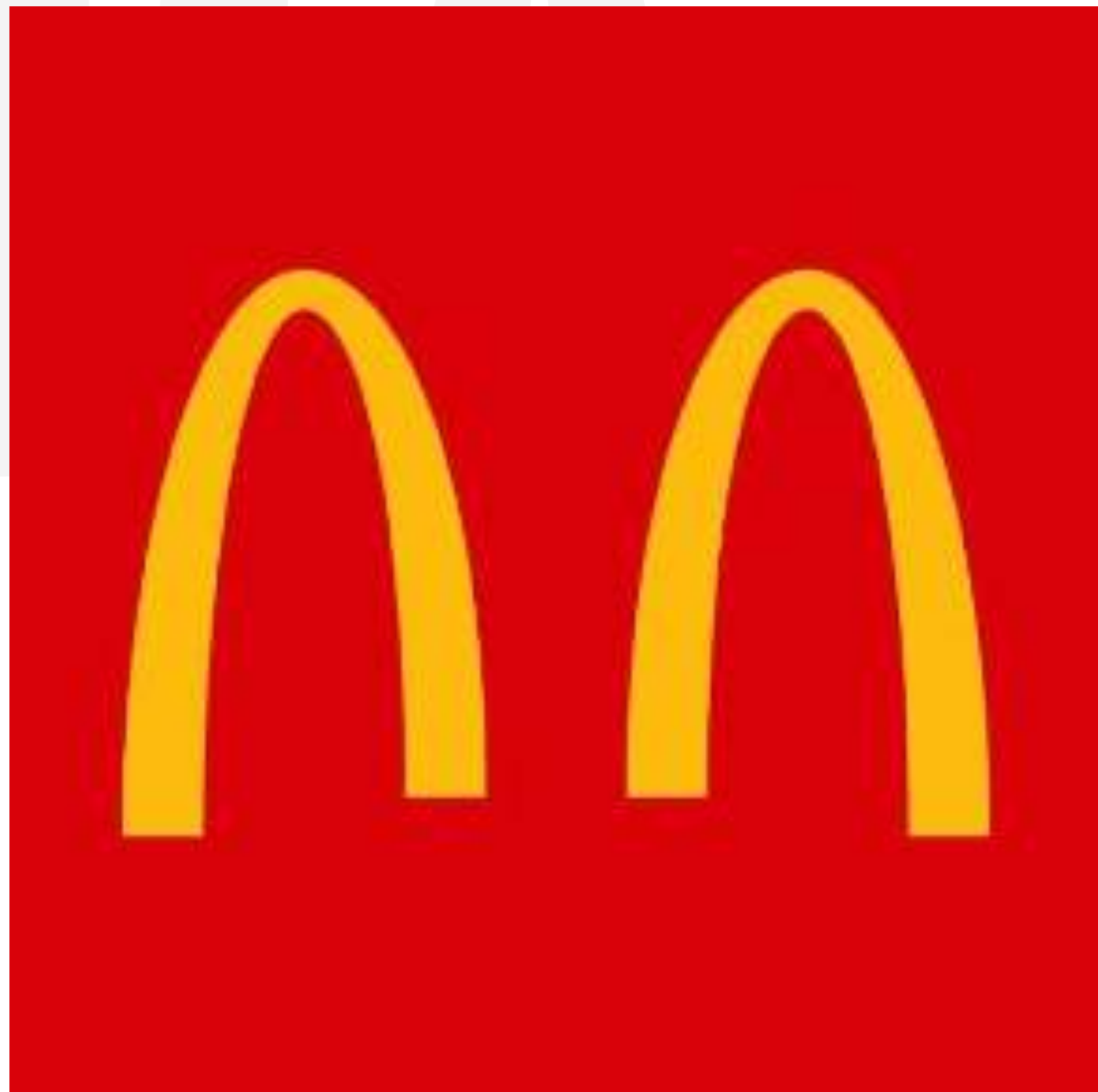
Saper prendere posizione su questioni sociali, culturali, ambientali e politiche



# CHE FARE?



# Cosa non fare



**Laurel Stark Akman**

@LaurelLu



I don't want your cute logo play McDonalds. I want you offering a million free meals to those in need. I want you turning your drive thru into safe testing sites. I want you doubling down on that happy meal box content for kiddos who are stuck inside RN.

[twitter.com/dotunbello1/st...](https://twitter.com/dotunbello1/st...)

**dotunbello** @dotunbello1

Ayoo..brands and agencies. Stop it.

**NOBODY GIVES A FUCK ABOUT THIS SHIT RN.**



194 8:39 PM - Mar 20, 2020 · Livermore, CA





# DAI!

donare, agire e innovare

ANTI

FRAGILE

GILE

**DONARE**



ANTI  
FRAGILE  
GILE





barillaitalia

Segui già

...

270 post

50,1mila follower

85 profili seguiti

Barilla

blt.ly/AIFiancoDellItalia



#ACas...



Raù B...



Barilla ...



Carbon...



Tabella...



#Mast...

POST

POST IN CUI TI HANNO TAGGATO



**“CARISSIMI MEDICI E INFERMIERI  
DI TUTTI I CENTRI DI ASSISTENZA ITALIANI,  
SAPPIATE CHE VI SIAMO  
IMMENSAMENTE GRATI PER QUANTO  
STATE FACENDO PER TUTTI I CITTADINI  
DEL NOSTRO MERAVIGLIOSO PAESE.  
CON IL CUORE E LO SPIRITO  
SIAMO, E SAREMO SEMPRE,  
AL VOSTRO FIANCO.”**

I LAVORATORI DEL GRUPPO BARILLA



#ITALIACHERESISTE

Barilla, a nome di tutti i suoi dipendenti, ha donato oltre due milioni di euro destinati al reparto di Terapia Intensiva dell'Azienda Ospedaliero-Universitaria di Parma, dedicati al radicale miglioramento delle sue tecnologie e struttura, e anche all'acquisto di attrezzature mediche e logistiche a favore della Protezione Civile e Croce Rossa di Parma.

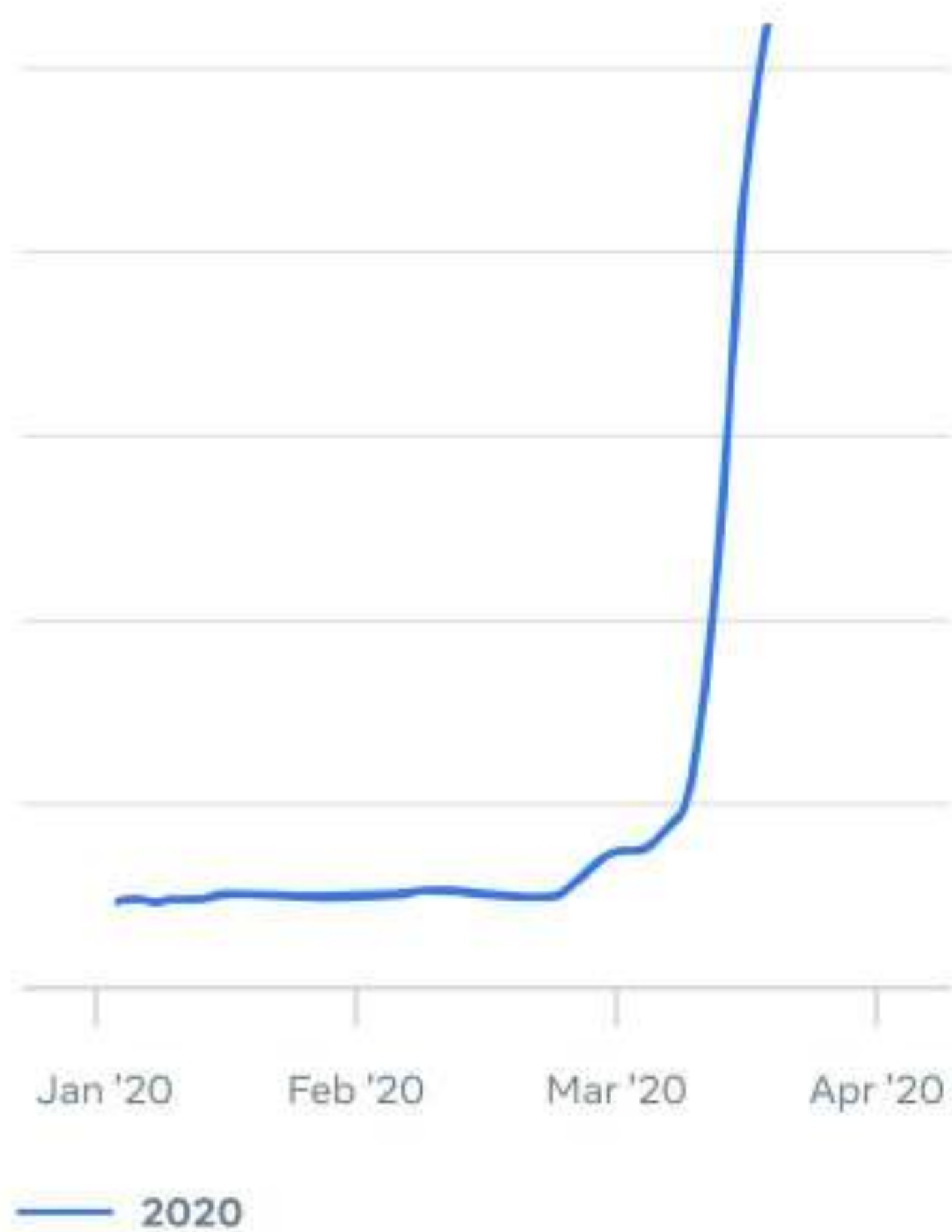


ANTI  
ANTI

AGIRE

GILE

Group Call Time (minutes) in Italy



## FACEBOOK

*In Italy, specifically:*

- *We've seen up to 70% more time spent across our apps since the crisis arrived in the country.*
- *Instagram and Facebook Live views doubled in a week.*
- *We have also seen messaging increase over 50% and time in group calling (calls with three or more participants) increase by over 1,000% during the last month.*



Donation of hand cleansing gel with sanitizer.

Bulgari intensifies support to Italian authorities to fight Covid-19.

ANTI  
ANTI

INNOVARE

FRAGILE









**GRAZIE!**

