

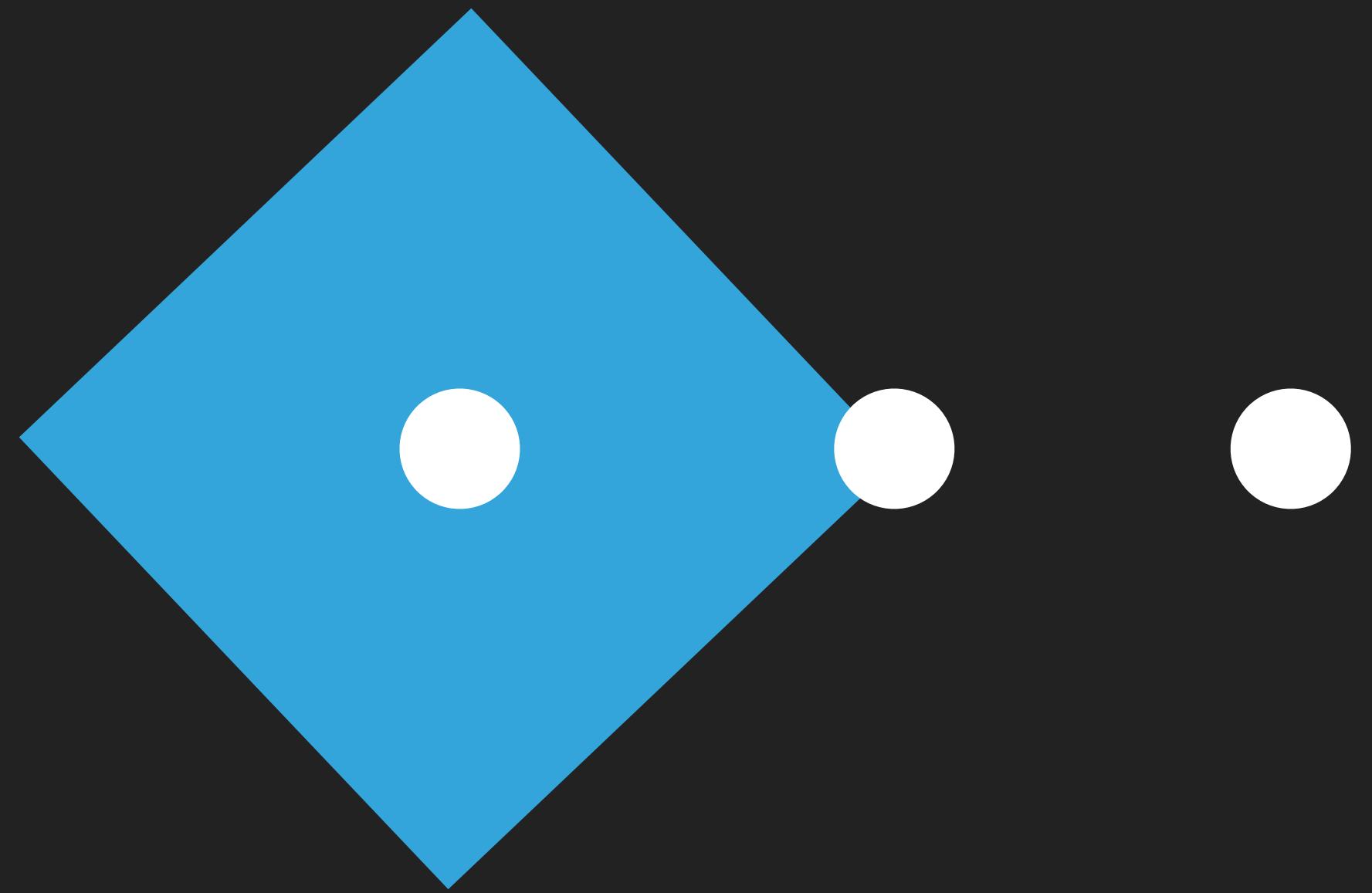
IL CORAGGIO DI ESSERE

ONE BRAND

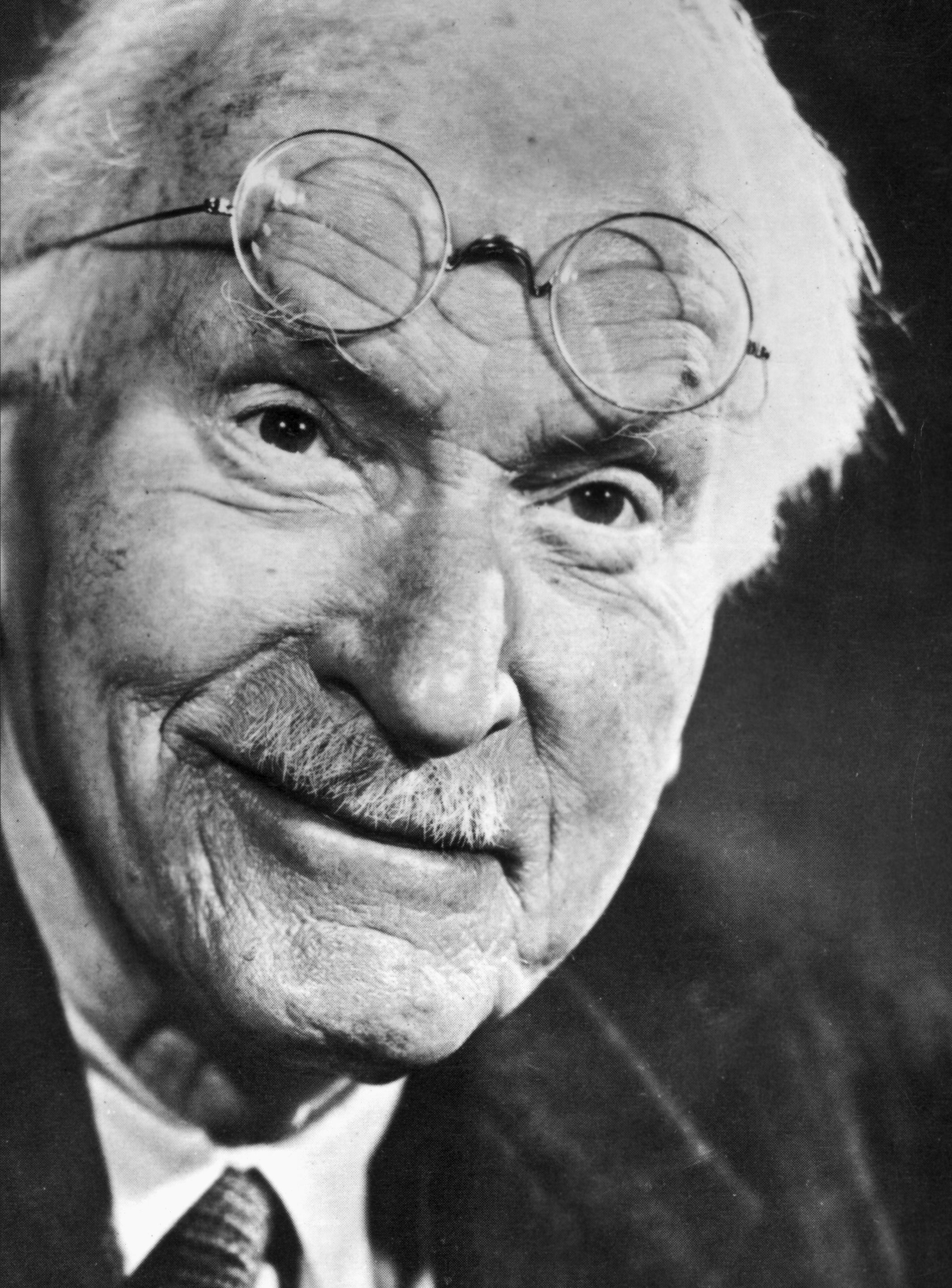
**COSA SIGNIFICA
“DIVENTARE UNO”?**

**SMETTERLA DI PIACERE
A TUA MAMMA. . .**

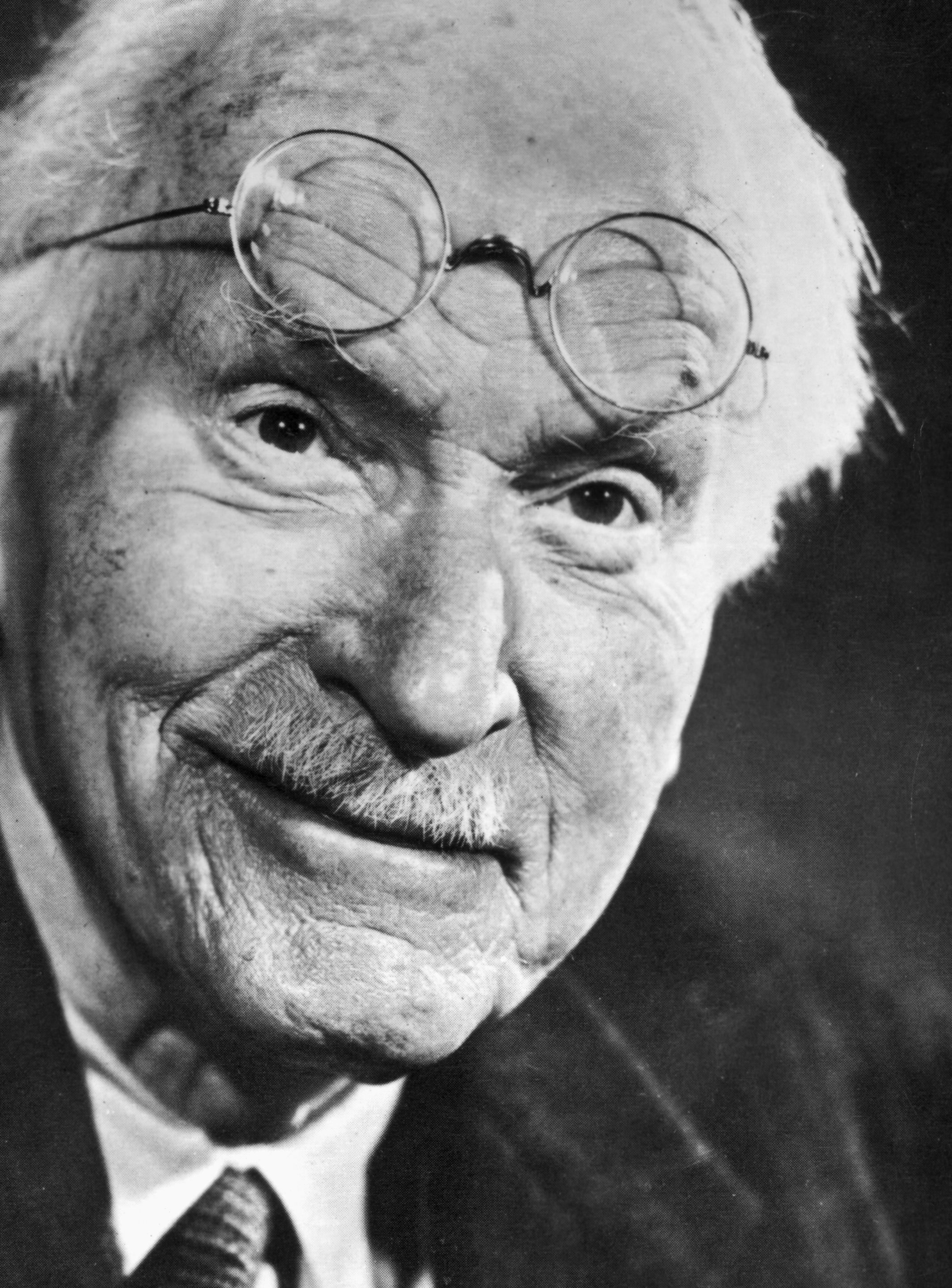
NO!



CONGRUENZA
NON SOLO COERENZA



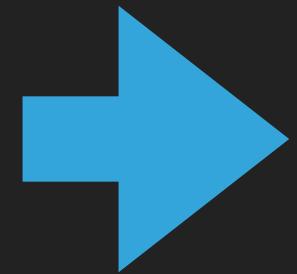
L'IO E IL SE'
INTEGRATI



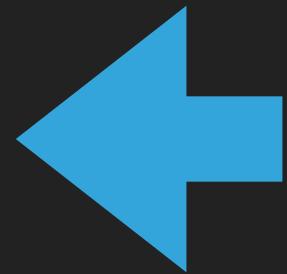
TROPPE PERSONE SPINTE DAL DESIDERIO
DI IMITARE E CON UNA MALSANA BRAMA
DI POSSEDERE CARATTERISTICHE
INCONSUETE, ORNANDOSI DI PIUMAGGI
ESOTICI, SI IMPADRONISCONO DI IDEE
MAGICHE APPLICANDOLE
ESTERIORMENTE COME UN UNGUENTO. LA
GENTE FAREBBE QUALSIASI COSA, NON
IMPORTA QUANTO ASSURDA, PUR DI NON
CONFRONTARSI CON LA PROPRIA ANIMA.

Carl Gustav Jung

DENTRO



1



FUORI

**PERCHE' LA ONENESS E' LA NUOVA
FRONTIERA DEL BRANDING?**

WHO ARE MILLENNIALS?

BORN BETWEEN



1980

GREW UP



ALONGSIDE TECHNOLOGY

2000



"GEN Y"

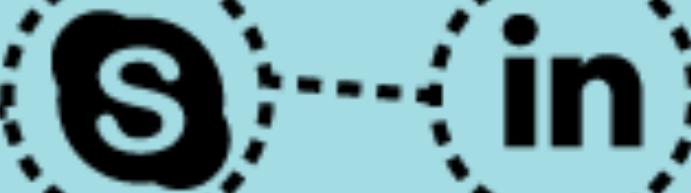
80 MILLION
IN THE U.S.



LARGEST GENERATION YET

2.5 BILLION
WORLDWIDE

MOST ETHNICALLY & RACIALLY DIVERSE



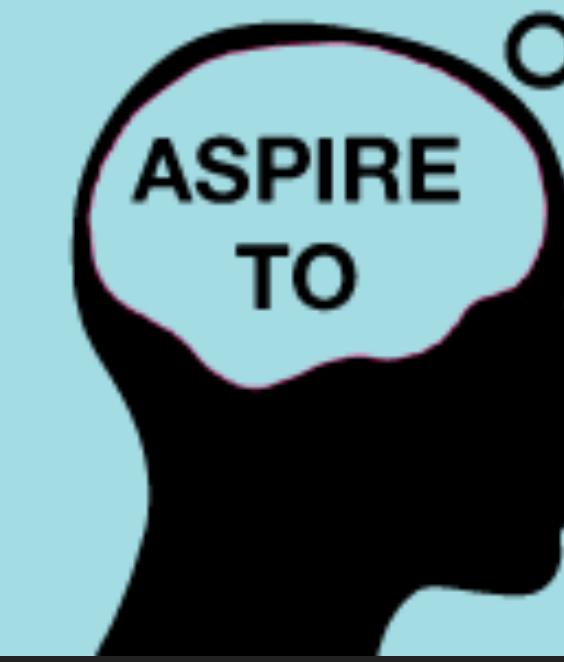
DOMINANCE OF SOCIAL NETWORKS

DO THEY MATTER?

% OF WORKFORCE IN THE COMING YEARS

50% BY 2020

75% BY 2030



MAKE A DIFFERENCE W/ THEIR WORK

-
-
-

CONFIDENT
HAVE HIGH EXPECTATIONS
ACHIEVEMENT ORIENTED

I MILLENNIAL O GENERAZIONE Y

13 MILIONI DI ITALIANI IPERCONNESSI E SOCIAL NETWORK ADDICTED



MILLENNIAL O GENERAZIONE Y

PERSONE NATE TRA IL 1980 E IL 2004

13.279.752 DI ITALIANI



50,5%

MASCHI

| | |
|------------|-------|
| 16-17 ANNI | 8,5% |
| 18-24 ANNI | 31,9% |
| 25-34 ANNI | 59,6% |



FEMMINE

49,5%

CHI SONO

PRIMA VERA
GENERAZIONE
DIGITALE
E GLOBALE

- > IPER-CONNESSI
- > CONCENTRATI SUL PRESENTE: PRESENTISMO
- > SOCIALMENTE MOLTO TOLLERANTI ED APERTI ALLE NOVITÀ • MULTITASKING E PORTATORI DI LINGUAGGI SPECIFICI
- > VIAGGIATORI IN UN MONDO PIÙ "PICCOLO"
- > APERTI ALLA CONTAMINAZIONE CULTURALE
- > RICERCATORI DI NOVITÀ, CURIOSI, SPERIMENTATORI

NORD

DOVE SONO



SUD + ISOLE



COME SI CONNETTONO

93% DAL MOBILE

90% DAL COMPUTER

47% DA TABLET

97% ha almeno un profilo personale su una piattaforma di social network



I MILLENNIALS
SI DICHIARANO
D'ACCORDO
SUL FATTO CHE ...

SE VUOI METTER SU FAMIGLIA,
È INDISPENSABILE CHE I GENITORI
DIANO UN AIUTO ECONOMICO

48%

18%

RISPARMIARE
È UN GRAN SACRIFIZIO
E PER ME È DIFFICILISSIMO

45%

26%

NON RIUSCIRÒ AD AVERE
UNO STIPENDIO COME QUELLO
DEI MIEI GENITORI

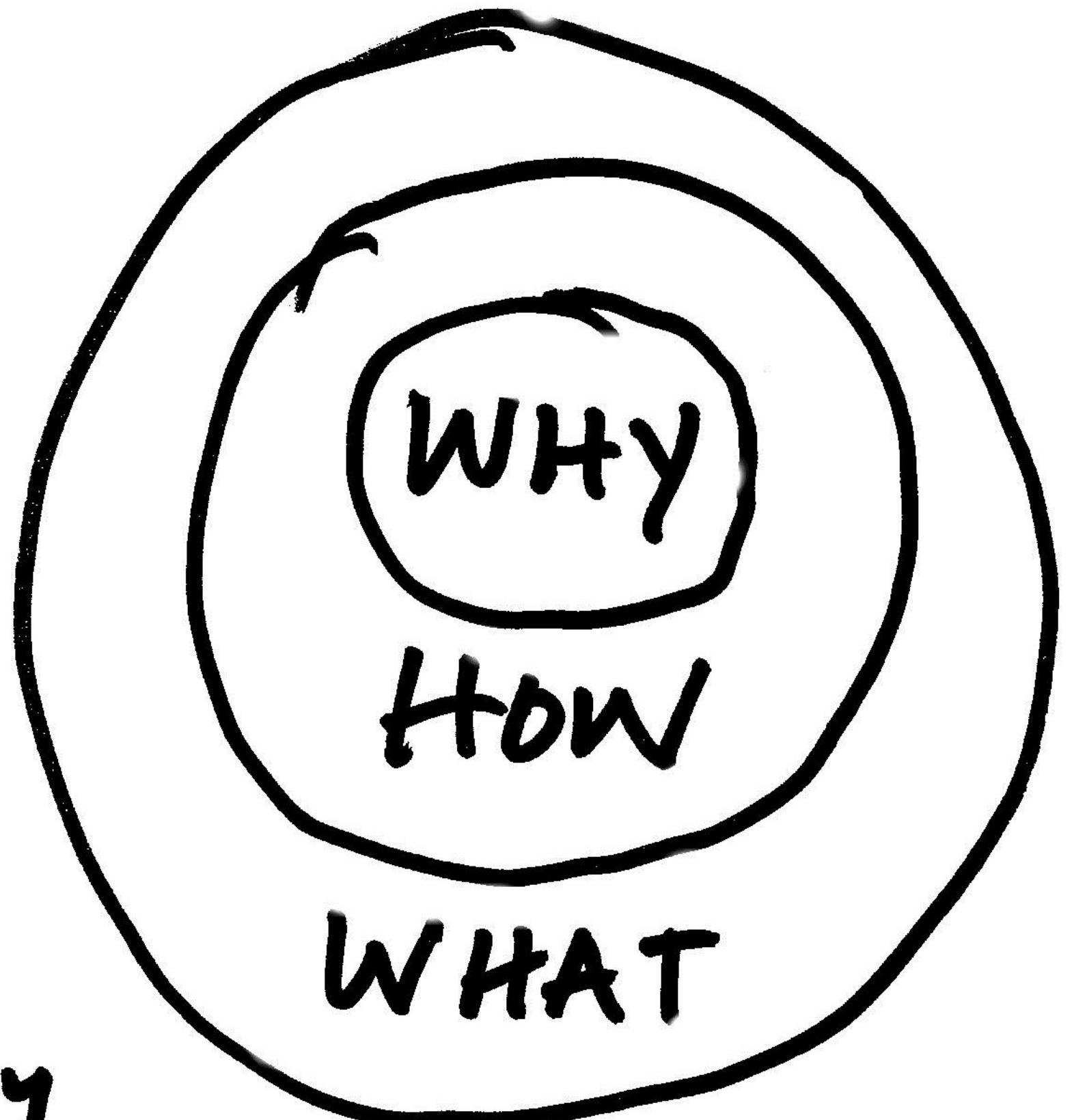
40%

27%

 We do have a sense of entitlement,
a sense of ownership, because, after all,
this is the world we were born into,
and we are responsible for it 

EVAN SPIEGEL *Snapchat CEO*

THE GOLDEN CIRCLE



by

Simon SINEK

THEY BUY WHY YOU DO IT.

S.SINEK

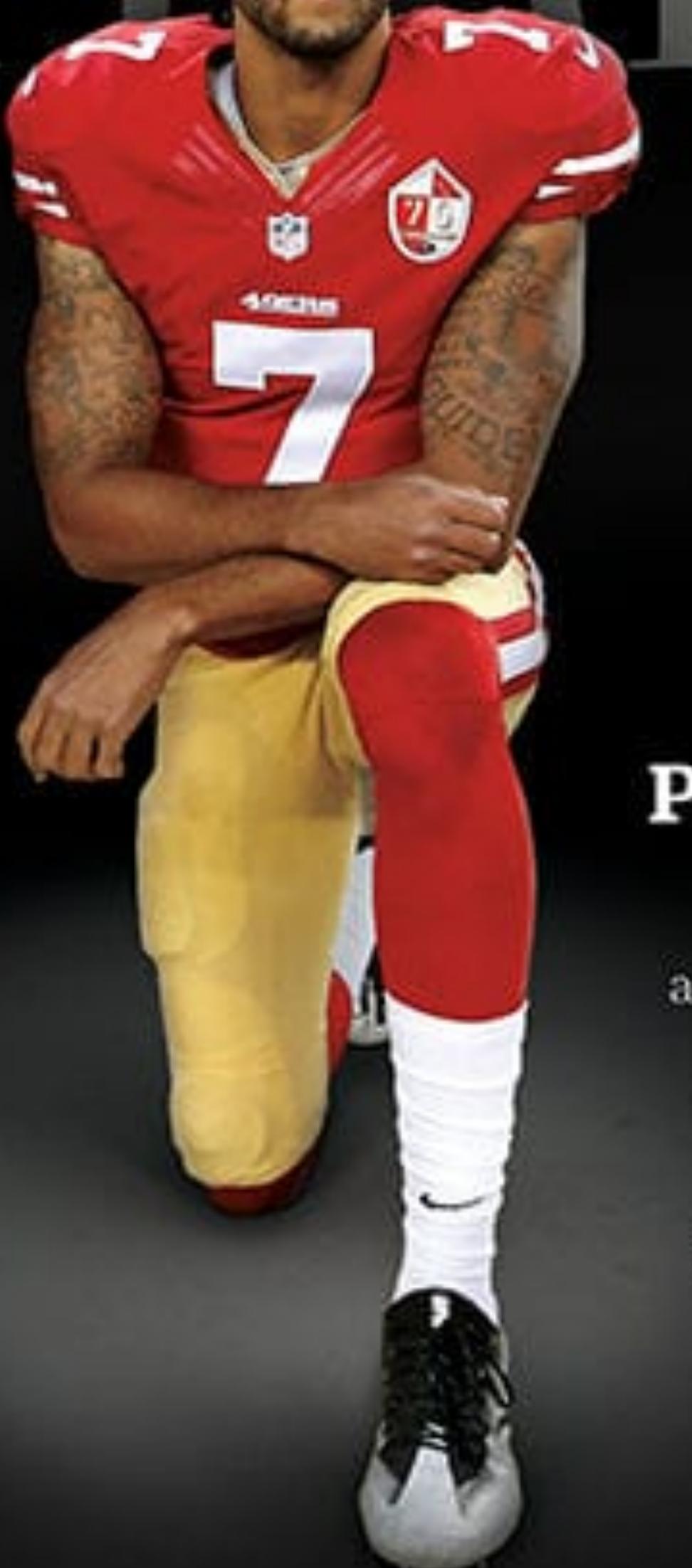
DAL COSA
AL PERCHE'



TESLA
CUSTOMER EXPERIENCE

DALLE PROMESSE
ALLE PROVE

TIME



The Perilous Fight

National anthem protests led by **Colin Kaepernick** are fueling a debate about privilege, pride and patriotism

By Sean Gregory

NIKE SCEGLIE COLIN

DAL POSIZIONAMENTO AL PRENDERE POSIZIONE

Enter now.



BRAND NEWS > INTELLIGENCE > RICERCHE >

Altre categ...

I CONSUMATORI CHIEDONO ALLE MARCHE DI PRENDERE POSIZIONE E DIRE DA CHE PARTE STANNO

© 18 Gennaio 2018

PREMIUM RICERCHE

First
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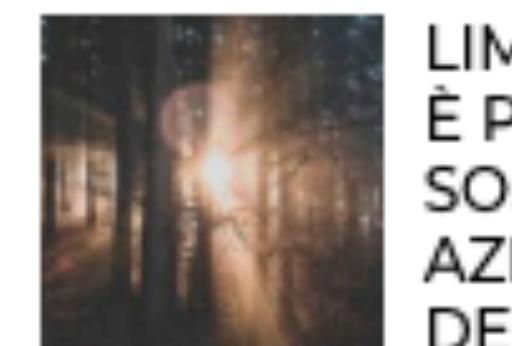
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Share on Google plus

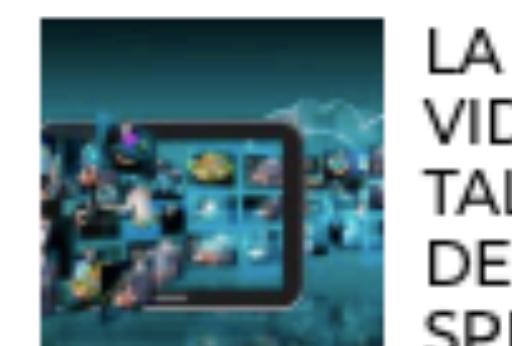
+

Secondo una ricerca realizzata da Sprout Social le persone chiedono alle marche di riflettere i loro stessi valori sulle questioni politiche e sociali.

In evidenza



1



LA

VID

TAI

DE

SPI

CO

Brands Making The World A Better Place



Steve Olenski Contributor ⓘ
CMO Network

f Humanability. It's a relatively new word
that means doing more good things for the
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consumers want — and expect — that
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Brands are doing their part to make the world just a little better. Shutterstock

A [2018 Sprout Social survey](#) titled, "Championing Change in the Age of Social Media," concluded that more brands must consider how to effect social change. The report noted, "Two-thirds of consumers (66%) say it's important for brands to take public stands on social and political issues, and more than half (58%) are open to this happening on social media – the top channel for consumer receptivity." Also, consumers believe brands that [leverage social media](#) to support specific causes, including participating in events or donating to these causes, do a better job.

However, many companies still may not know how to redirect their company's mission. That's when it helps when other brands illustrate what can be accomplished. For example, Verizon and Made Of are driving social change. First, Verizon is creating a group of "pioneers." These pioneers are people, organizations, and companies that [embody humanability](#). Then, Made Of provides baby products made from safe, organic-first ingredients and numerous educational channels. I spoke to representatives of both brands to learn more about how they are making a difference.



APPLE STORE OPENING
MILANO

DAI BRAND ETEREI
AI BRAND MATERICI



PRODOTTO, BRAND, AZIENDA.

CONGRUENTI
TRA LORO (ONENESS BRANDING)

**COME SI FAIL
ONENESS BRANDING?**

A woman with long brown hair is sitting in a light-colored wooden armchair, looking upwards and slightly to the side with a thoughtful expression. She is wearing a dark blue ribbed turtleneck sweater and dark trousers. Her hands are clasped together in her lap. The background shows a brick wall and a window with a grid pattern.

DALLA BRAND STRATEGY

ALLA BRAND THERAPY



LE DOMANDE

1. Perché siamo importanti per loro?
2. Cosa gli diamo
3. Cosa siamo
4. Valori
5. Intento
6. Motivazioni

**DA COSA CI SI ACCORGE CHE LA
BRAND THERAPY HA FUNZIONATO?**

QUANDO FARETE DI DUE UNO, QUANDO FARETE IN
MODO CHE IL DENTRO SIA COME IL FUORI E IL FUORI
COME IL DENTRO, IL SOPRA COME IL SOTTO...
ALLORA ENTRERETE NEL REGNO.

Gesù



CONGRUENZA > GIOIA > AZIONE

CORAGGIO