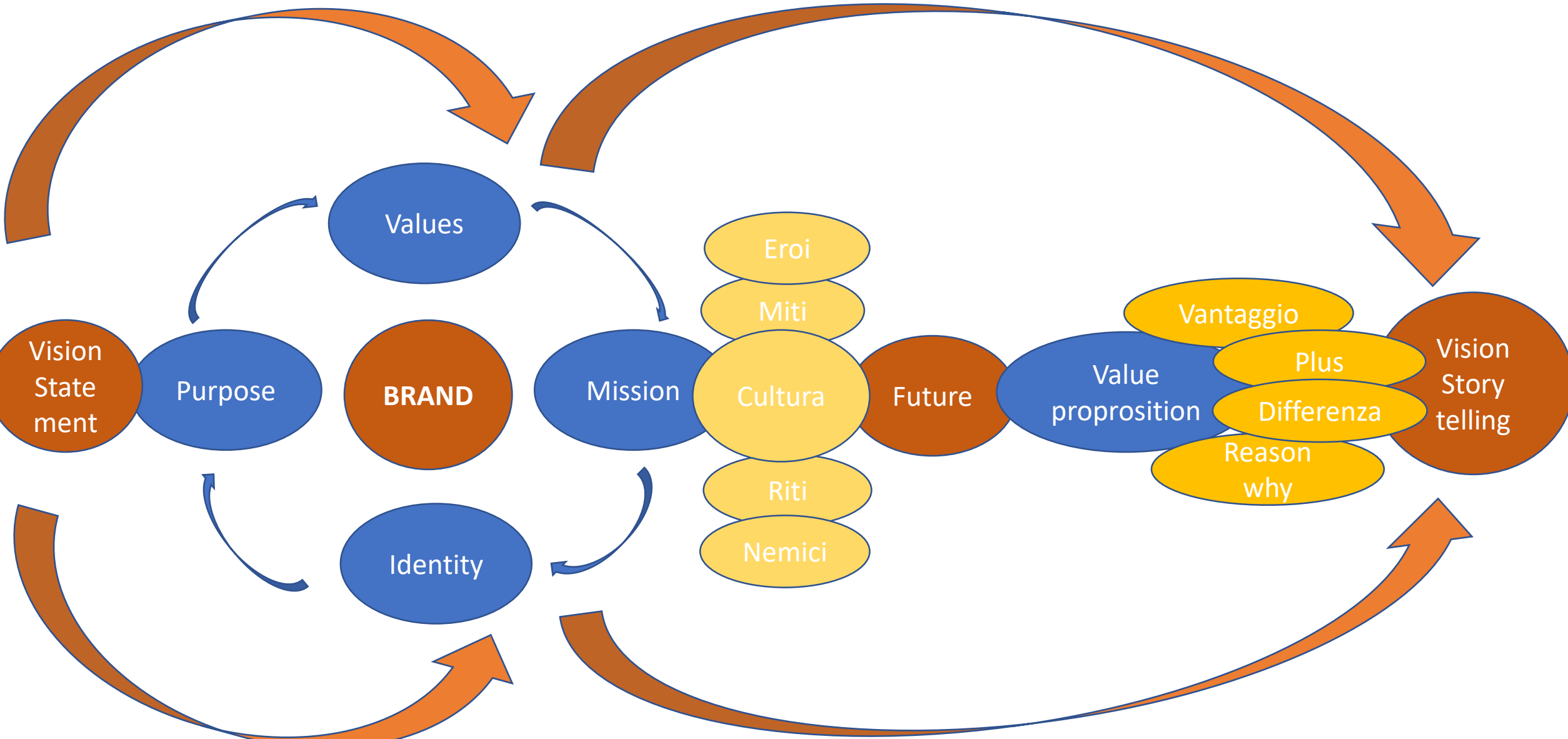


Brand vision model system

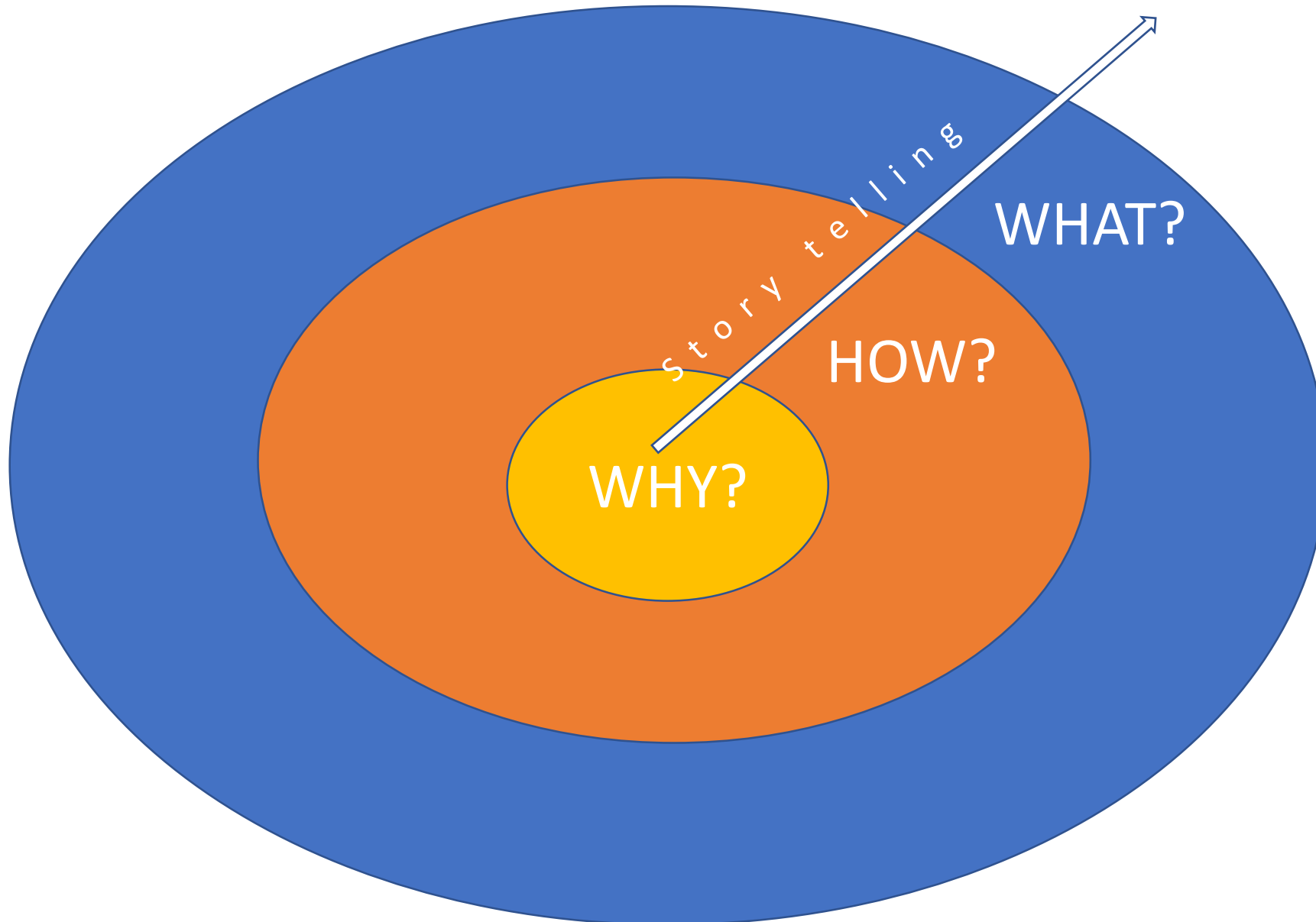


Work Program

La costruzione della Brand Vision si fa in fasi:

1. Kick off: lancio e creazione dello steering committee – con la consulenza, i key people e la direzione
2. Inquiry preliminare (ricerca, interviste, questionari) – da parte della consulenza
3. Workshop di generazione e ricerca – con la consulenza e l'azienda
4. Realizzazione dei canvas – con la consulenza e l'azienda
5. Work shop di produzione delle stories – con la consulenza e l'azienda
6. Elaborazione da parte della consulenza
7. Report finale della consulenza – da parte della consulenza all'azienda

I punti chiave



La value proposition

La mission
La cultura
Il futuro

I valori
L'identità
Lo scopo

USERS



User Needs



Purpose



Objectives



Actions

Metrics



ORGANIZATION

The Vision Board



Vision Statement

Crisp summary of the vision / idea.



Target Group

Which market segment does the product address?

Who are the target users and customers?



Needs

Which needs does the product fulfill?

How does it create value for its users?

Which emotions will it evoke?



Product

What are the three to five top features?

What are its unique selling points?



Value

How is the product going to benefit the company?

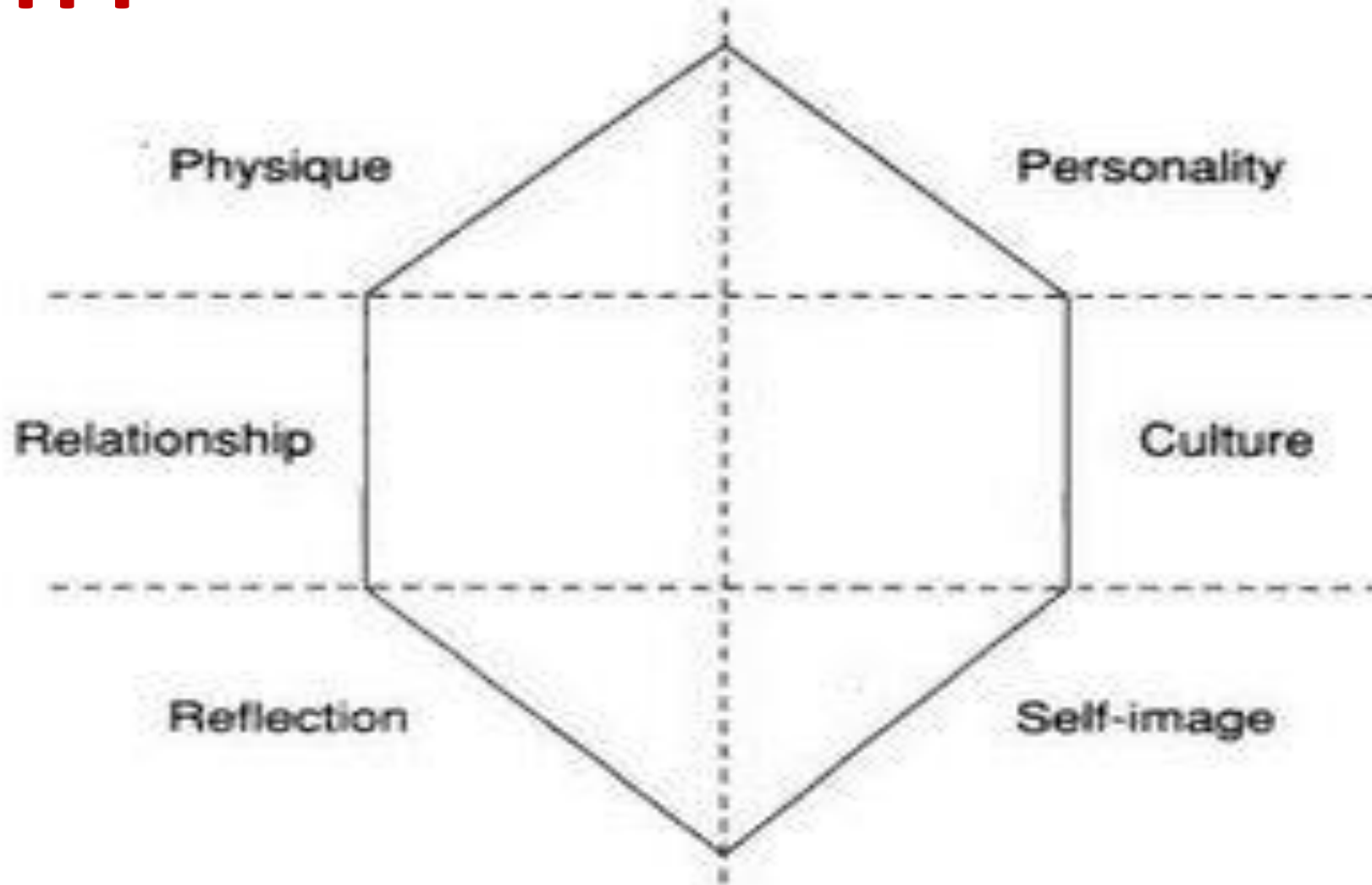
Will it, for instance, increase revenue, enter a new market, develop the brand, reduce cost, create valuable knowledge?



IDENTITY

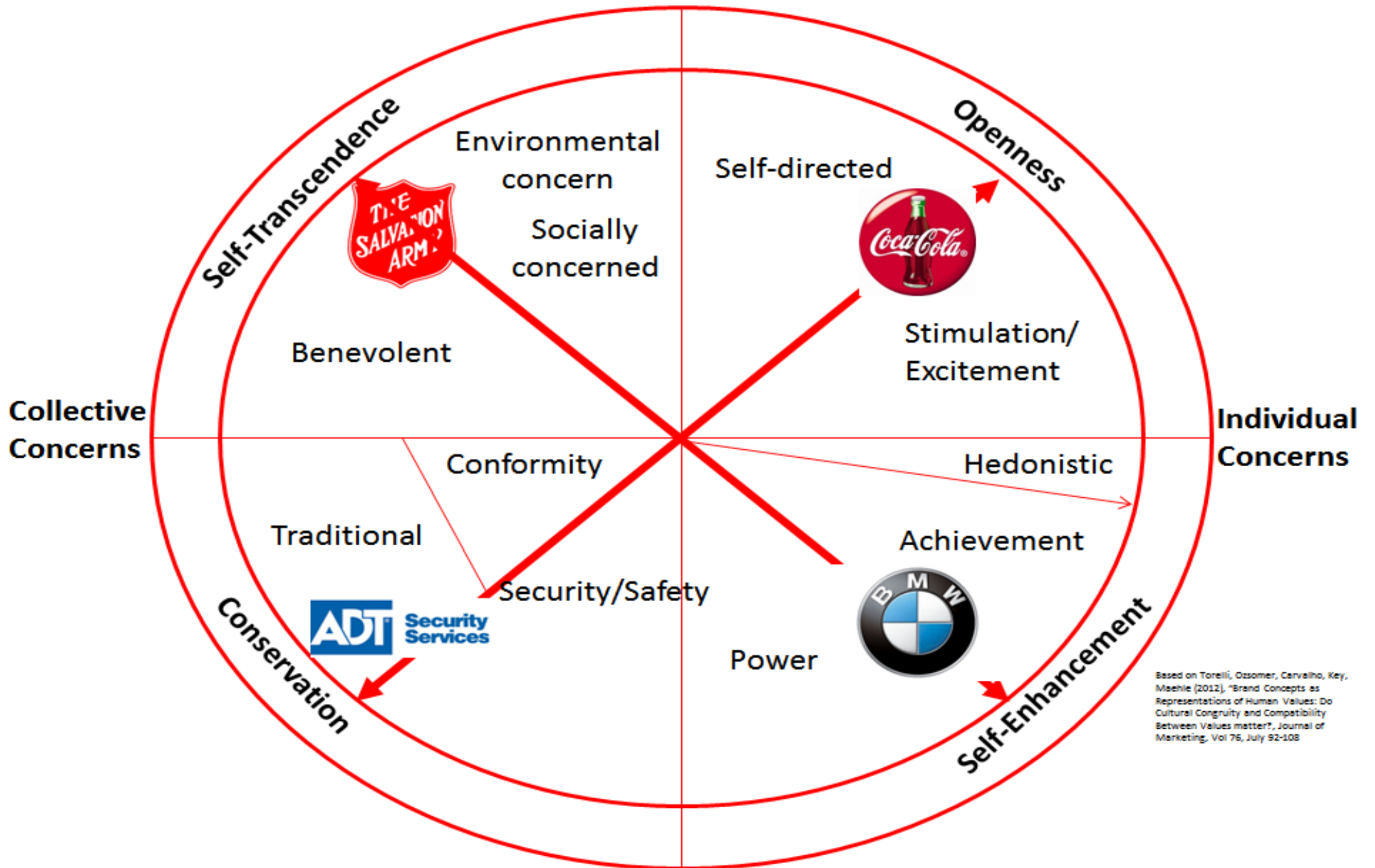
Picture of sender

Externalization



Internalization

Picture of recipient



Based on Torelli, Ozzomer, Carvalho, Key, Maehle (2012), "Brand Concepts as Representations of Human Values: Do Cultural Congruity and Compatibility Between Values matter?", *Journal of Marketing*, Vol 76, July 92-108

FUTURE PROOF ORGANIZATION CANVAS

MEANS	PEOPLE	ENDS
Decisions	Leaders	Purpose
Coordination	Motivations	Values
Space	Communication	Objectives

Uno schema concettuale per comprendere la cultura organizzativa



Culture

Un forte orientamento alle persone e alla giustizia, al valore del lavoro e della ricerca, alla responsabilità sociale e alla sostenibilità. Idealista nei desideri e realista nell'agire.

Semplice ma ricca di valori e complessità interiore, accogliente delle differenze e delle diversità. Multiculturale e esplorativa, risk taken con juicio

CULTURE

ARTEFATTI

VALORI

ASSUNTI DI BASE

CULTURE

Miti

Riti

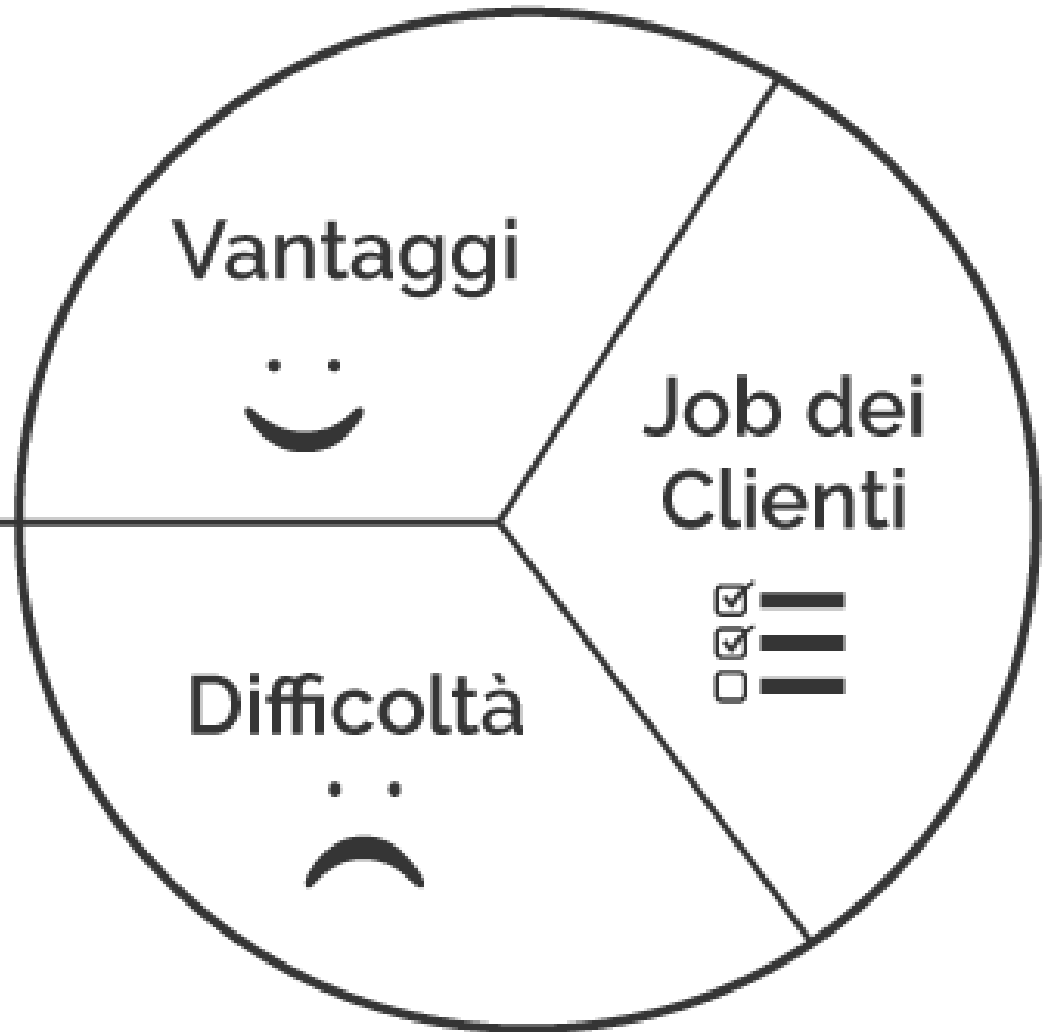
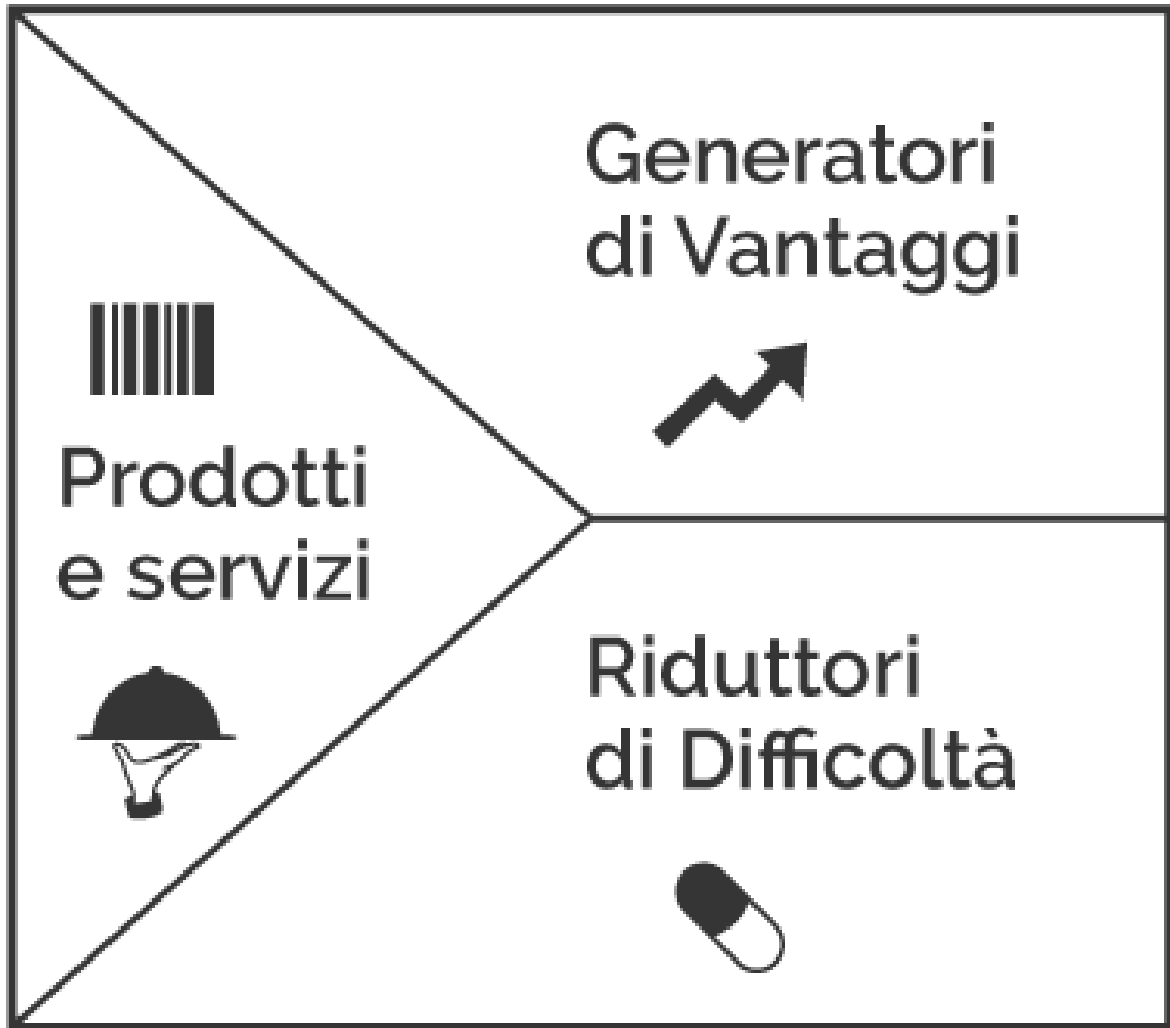
Eroi

Nemici

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Mission statement

Essere il brand preferito dal 25%
delle donne che possono aderire alla
vision tra i 25 e i 50 anni nei prossimi
cinque anni



Vantaggio

Plus

Differenza

Reason why

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Metafore e immagini

Storytelling Canvas

information

Who?

What?

When?

Where?

Why?

How?

audience

Target audience?


What do you want to achieve?

story

 Character?

 Conflict?

 Connection?

 Baseline?

distribution

Format/design/tone of voice?

Channel?

Brand Vision

Why do people find the offering/company to be appealing?

- What does your organization do—at a high level?
- What does your organization understand about the problem, solution and/or user that other vendors do not?
- What is the impact on the business?

Who do I appeal to?

- Why do business users like you?
- What are they concerned about and how will you impact their business life?
- Why do technical users like you?
- What are they concerned about and how will you impact their business life?



L'essenziale è invisibile agli occhi

How do I need to change?

- Is your organization a leader or a follower?
- Does your organization have bleeding edge technology?
- Does your organization see the problem the same way competitors do?
- Does your organization see the solution the same way competitors do?

How do I interact with them?

- Are you active or reactive?
- Do you speak about business value?
- Do you speak in jargon or plain English?
- Do you sell or listen to business problems and share insights about how technology has solved similar problems for similar companies?

What is my personality?

- Inspiring - unremitting efforts, never doubt the possibility of success, innovation and excited to accept a new challenge.
- Incisive - turn insight into practical action. Translate business needs into products and solutions. Exude clarity in everything we do. Simplify the complex.
- Confidence – Unrivaled experience in the industry. Rich heritage in technical innovation and thought leadership. Not arrogant, but rather exude an appropriate level of self-assurance.

OUR MOTTO

L'essenziale è invisibile agli occhi

Vision final statement

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR

DANKSCHEEN
TASHAKKUR ATU
YACHARYELAY
SUKSAMA
ERHMET
GRAZIE
MEHRBANI
ROMANSEUMIDA
MAARKE
GOZABASHITA
EPCARISTO

BĪYAN
SHUKRIA
TONGKI
BOLZIN
MERCI