



**ROBILANTASSOCIATI**  
Brand Advisory & Strategic Design

LEVERAGING BRAND TALENT®

Rebranding  
as an instrument  
to increase sales

# ANDREA ROGORA

CLIENT DIRECTOR

ROBILANT ASSOCIATI MILANO

# TODAY

**FEW info on us**

**FEW case histories | few topics**

# ABOUT US

1984

INDEPENDENT, INTERNATIONAL  
DESIGN LED, STRATEGIC DRIVEN

75 PEOPLE, 138 PROJECTS IN 2013,  
12BLN IN 2013

# OUR WORLD



Based in Milano, in an old chocolate factory, we are the only independent Italian company in the industry, with international visibility.

## Main Mkts

- Australia
- Brazil
- China
- Germany
- Japan
- Korea
- Iran
- New Zealand
- Russia
- Spain
- South Africa
- Switzerland
- Ukraine
- U.S.A
- Venezuela

## Main Industries

- Automotive
- Air transportation
- Banking & Finance
- Beverage
- Energy
- Fashion
- Food
- Luxury Goods
- Personal Care
- Publishing
- Spirits
- Technology
- Tobacco
- Wine Industry

## From Automotive



to Airlines

**SPAZIOALITALIA**







from  
South African  
spirits



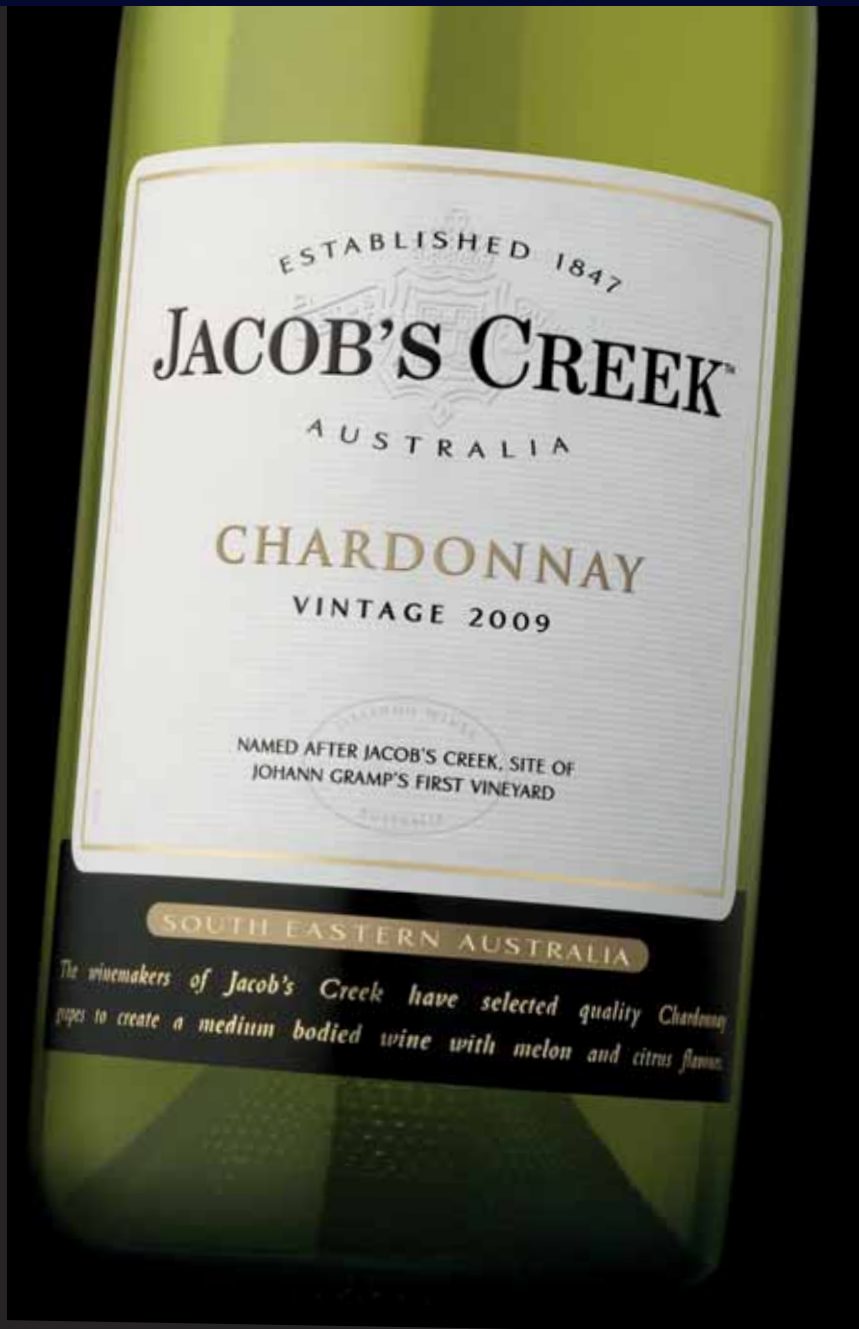
to icons



from fine food







to Australian wines  
and German beers



to FMCG



# WE DO BRANDS...





# WE DO PACKAGING



# WE DO PACKAGING





# WE DO STRUCTURAL



# WE DO RETAIL



OLIO CARLI EMPORIUM



GIOVANNI RANA RESTAURANT - NEW YORK



FERRARI FIUMICINO



ALITALIA STORE



# WE DO ADVERTISING



# WE DO ADVERTISING



# WE DO ADVERTISING



WE DO

**BRANDING**

# SOME EXAMPLES

MARTINI



# MARTINI

## OPPORTUNITY:

REDUCE THE PERCEPTION GAP BRAND | PRODUCT  
CONTRAST DECLINING TRENDS

## ISSUE:

BY-PASS CATEGORY CODES



# MARTINI

Il rilancio mondiale del Vermouth MARTINI ha richiesto quasi tre anni di lavoro, tre differenti test di mercato in undici paesi, la costruzione di una nuova linea di imbottigliamento ed un investimento di circa 20 milioni di dollari.

Gli obiettivi principali del progetto erano:

- Colmare il "gap" tra immagine di prodotto e immagine di marca
- Ringiovanire il Target
- Riaffermare la leadership
- Rafforzare la difendibilità





**MARTINI**

Copiato da tutti i concorrenti, il leader mondiale del vermouth ha deciso di porre una evidente distanza tra se e il resto del mercato, riaffermando la sua indiscussa superiorità.

Il processo di rinnovamento è durato 3 anni e ha comportato un investimento di 35 MM.







I primi passi  
hanno mostrato la  
complessità del  
progetto ....

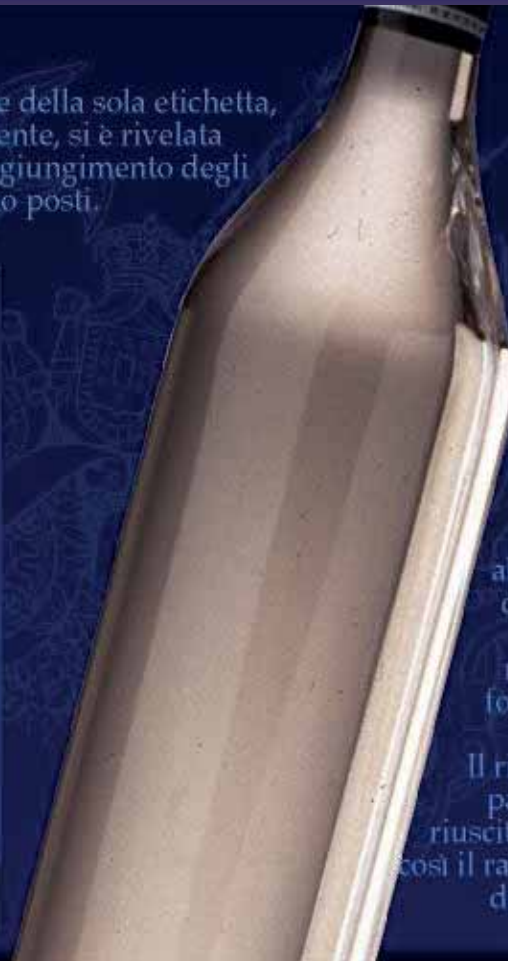


l'etichetta  
definitiva dopo  
tre giri di test a  
livello mondiale



**MARTINI**

Il progetto di evoluzione della sola etichetta, presa in esame inizialmente, si è rivelata non sufficiente per il raggiungimento degli obiettivi che ci eravamo posti.



Per meglio rispondere alle esigenze del briefing, abbiamo deciso di affrontare lo studio per la revisione della forma del vetro.

Il risultato è stato particolarmente riuscito, garantendo così il raggiungimento degli obiettivi.



The image is a collage of various Martini branding elements. On the left, there is a large, stylized 'MARTINI' logo in a red circle. Below it is a detailed label for 'MARTINI BIANCO' featuring a building illustration and the text 'FONDATA A TORINO NEL 1863' and 'MARTINI & ROSSI'. In the center is another 'MARTINI BIANCO' label with a crest, the text 'VERMOUTH', and 'FONDATA A TORINO 1863'. To the right, there are several bottles of Martini, including a green one and a clear one, with their respective labels. At the bottom right, a bottle of Martini is shown with a signature on its neck label. The background is a dark blue with a subtle pattern.

**MARTINI**

**MARTINI**  
BIANCO

FONDATA A TORINO NEL 1863

**MARTINI & ROSSI**

FONDÉE À TORINO EN 1863 PAR LES FRÈRES MARTINI ET  
LIQUORER LA MAISON MARTINI ET NON-CELEST  
VERMOUTH NON-ANISÉ ET NON-ROUGE  
ET NON-ROUGE À BASE DE VIN ROUGE  
SÉRIÉMENT. POUR UNE DÉTENTE DE PLACER  
ANALYSEZ TOUS LES ÉLÉMENTS MARTINI BIANCO ET EN  
PRODUITS NATURELS.

BIEN NATUREL, NON-ANISÉ, AVEC UNE NOUVELLE  
OFFRE AU DÉTENTE DE TONIC, MARTINI BIANCO NON-ANISÉ  
MARTINI BIANCO NATUREL, MARTINI LIQUORER ROUGE  
ET POUR UN DÉTENTE.

**MARTINI**  
VERMOUTH  
**MARTINI**  
BIANCO

FONDATA A TORINO  
1863

Produit secondo la tradizionale ricetta  
della Casa Martini & Rossi, Torino

**MARTINI & ROSSI**

**MARTINI**  
BIANCO

LICENZA N. 1

Un progetto globale è il risultato di una miriade di piccoli sottoprogetti, che definiscono di volta in volta tutti i dettagli che compongono l'immagine definitiva di una marca.

La qualità è nascosta nei dettagli ed i consumatori ne sono profondamente coinvolti, anche inconsapevolmente!

**MARTINI**  
BIANCO

the first evolution

- ▶ reducing categories codes



- the second evolution
- ▶ introducing younger codes







**TINI**

... and, most of all:

- ▶ build on iconic ball/bar logo



**MARTINI**



back to the icon

▶ a new evolution



# MODELLING





# MODELLING







# MODELLING





# MODELLING





Category codes are reassuring,  
they favour a clear decoding leveraging known alphabets.  
Unfortunately they speak product language and not brand language.







# OUTPUT

## HIGH VISIBILITY

## BRAND CENTRIC ALPHABET

## SLOW DOWN OF DECLINING TREND

CUKI

# CUKI

**OPPORTUNITY:**

**STOP BANALIZATION**

**FAVOUR PORTFOLIO STRETCHING**

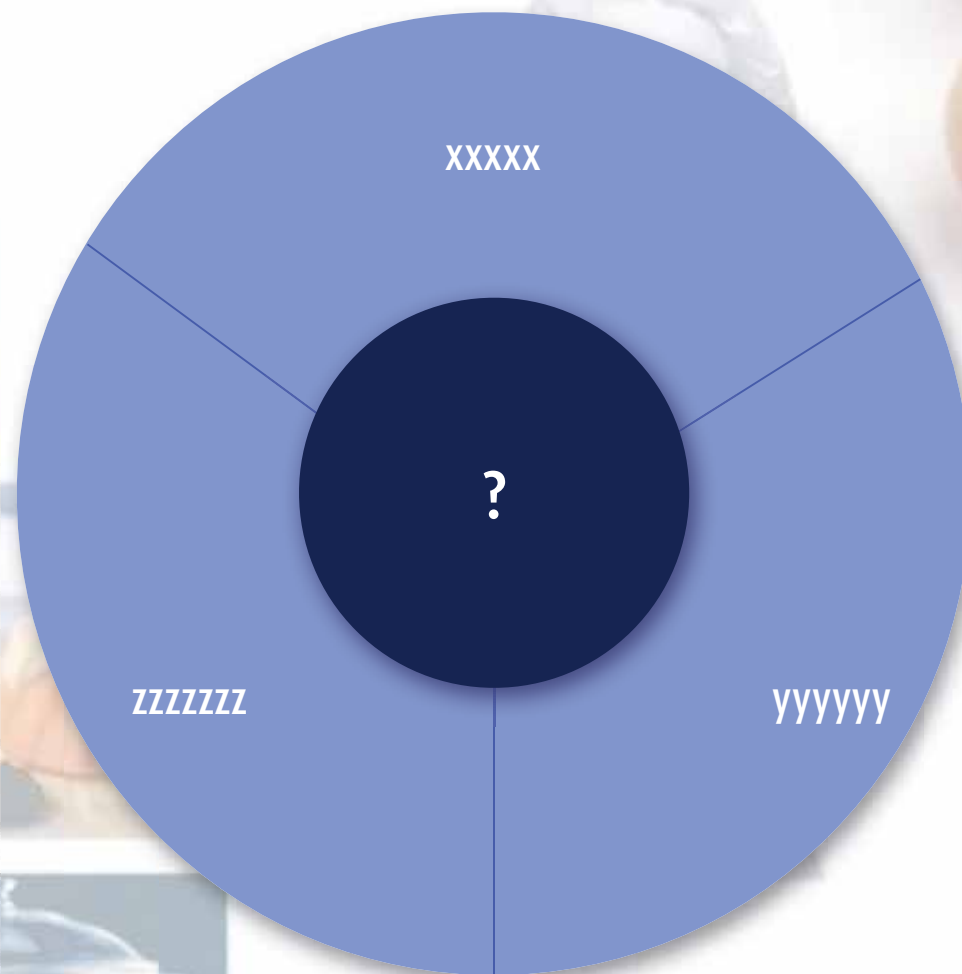
**ISSUE:**

**STOP TALKING ABOUT PRODUCT!**





# WHICH PROMISE? WHICH DISCOURSE?



## THE PLEASURE OF THE TABLE

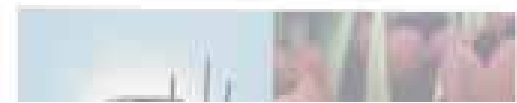
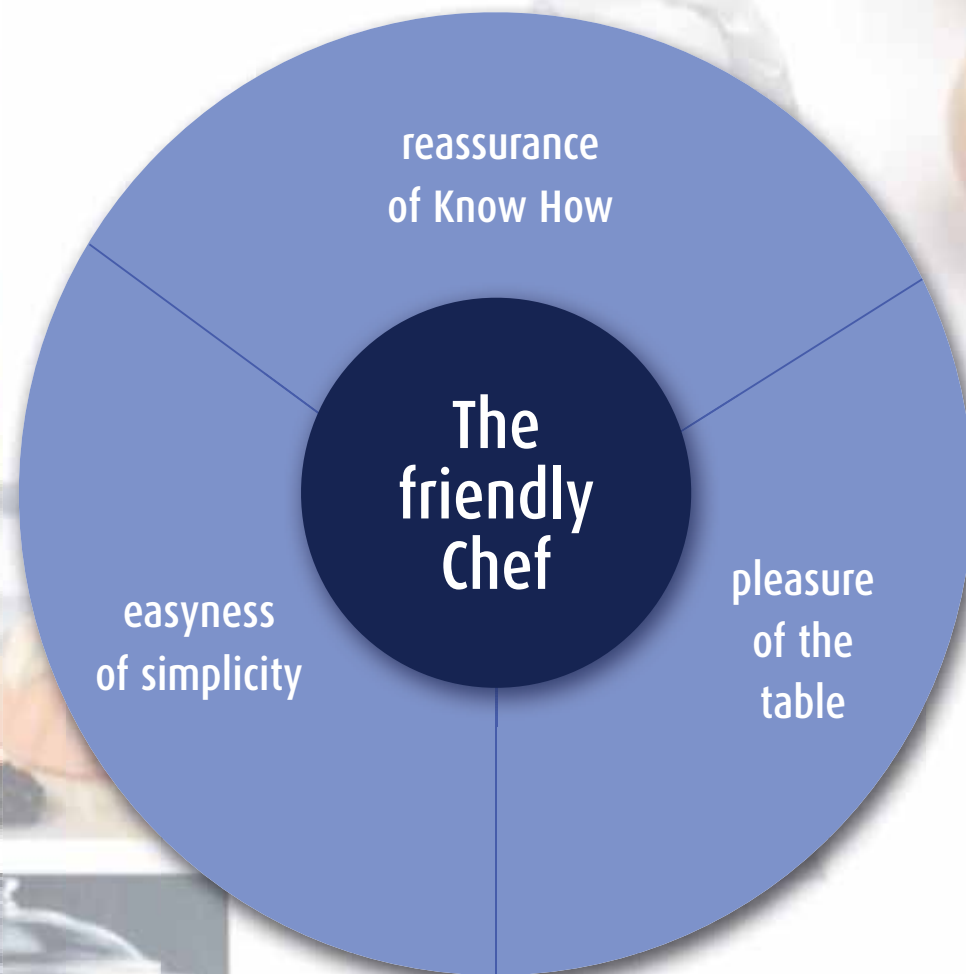


## THE EASYNES OF SIMPLICITY





# WHICH PROMISE? WHICH DISCOURSE?



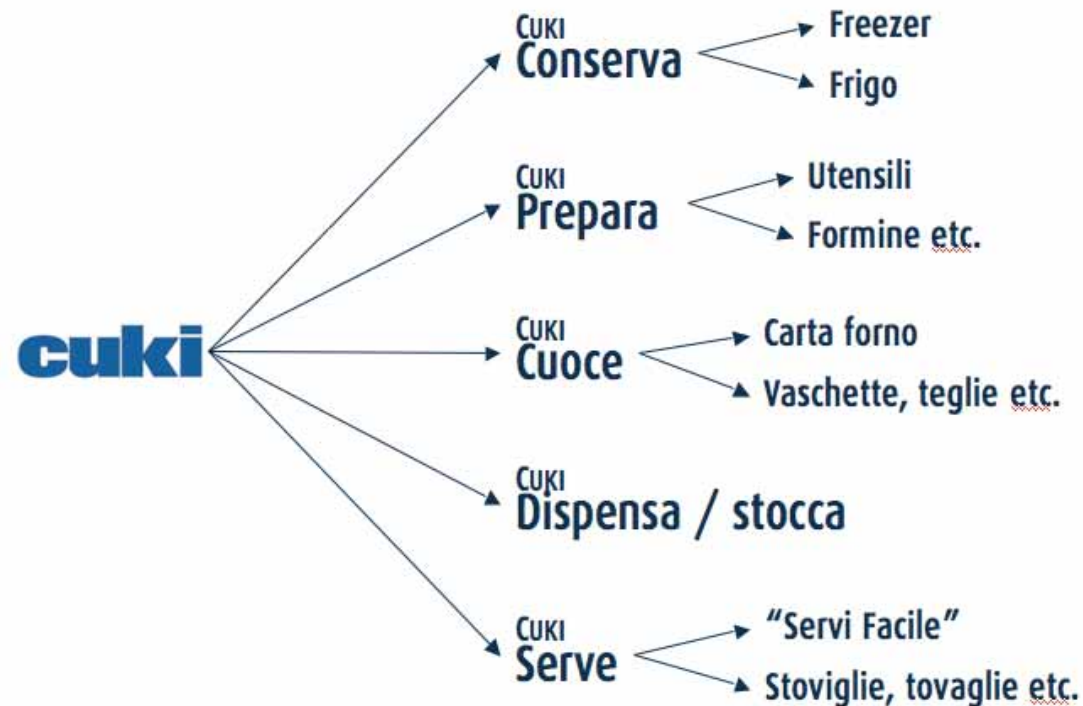


# THE FRIENDLY CHEF



## NEW PROMISE. NEW DISCOURSE. NEW SEG. PARADIGMA

FROM > a product typology segmentation  
TO > a usage destination segmentation



# NEW PROMISE. NEW DISCOURSE. NEW SEG. PARADIGMA





## NEW PROMISE. NEW DISCOURSE. NEW ILLUSTRATIVE STYLE

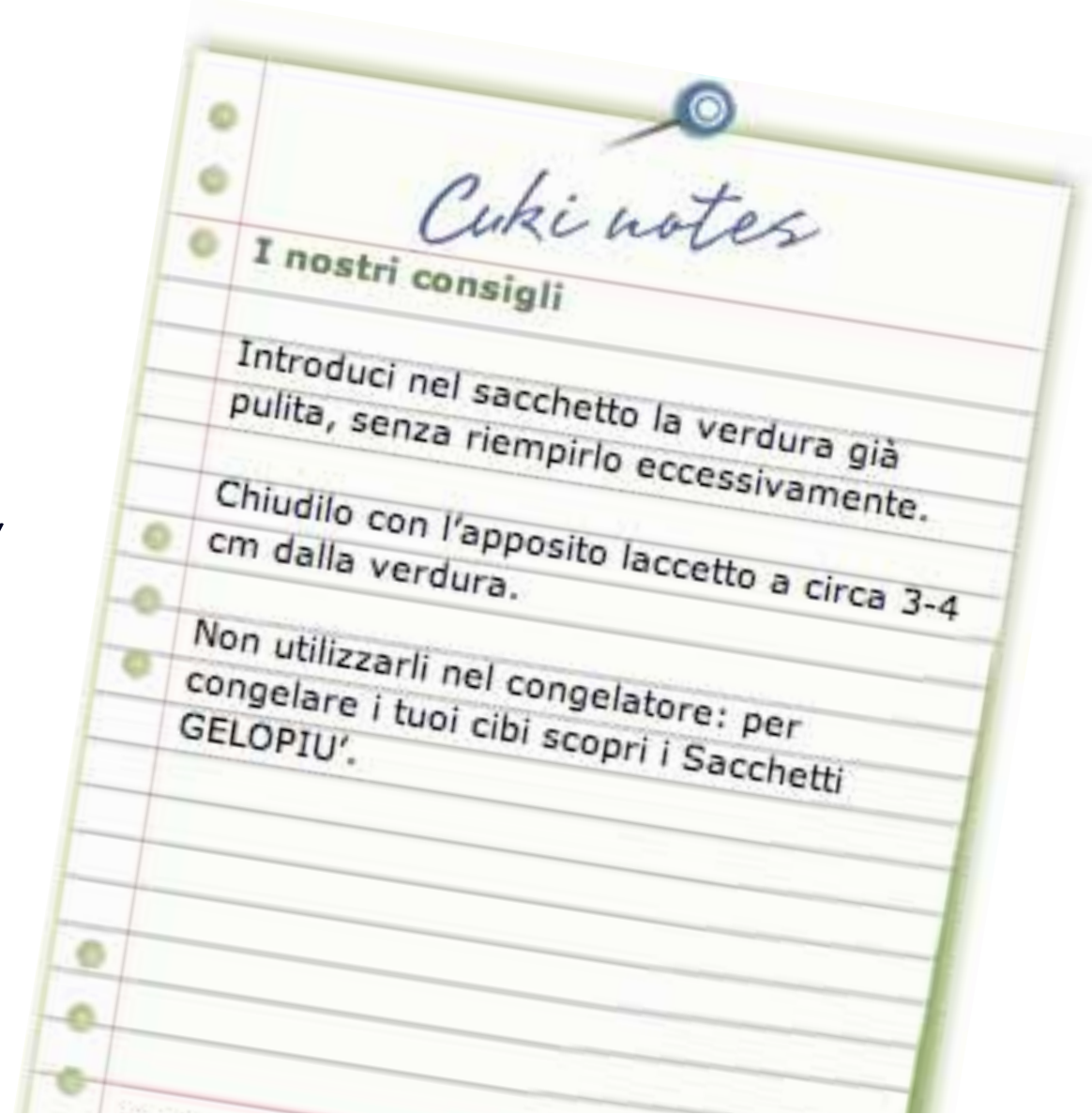


# NEW PROMISE. NEW DISCOURSE. NEW PHOTOGRAPHIC STYLE



## NEW PROMISE. NEW DISCOURSE. NEW WORDING

Cuki is close to you,  
talks to you, gives you advise,  
sorts out problems, helps you,  
reassures you...



NEW PROMISE. NEW DISCOURSE.  
NEW TYPOGRAPHY | FOR RATIONAL INFO

VERDEFRESCO  
SACCHETTI FRIGO  
*per verdure*

VASCHETTE  
ALLUMINIO  
*doppia forza*

LAMPOCLICK  
SACCHETTI MULTIUSO  
*doppio spessore*



PIÙ CONSISTENZA E TENUTA  
spessore maggiorato

5 pz



**NEW PROMISE. NEW DISCOURSE.  
NEW TYPOGRAPHY | FOR RATIONAL INFO**



*La tua cucina in mani sicure*

*Conserva  
e Croce*



**NEW PROMISE. NEW DISCOURSE.  
NEW LOGO**

The old logo for Cuki, featuring the word "cuki" in a lowercase, bold, blue, sans-serif font. The letters are thick and have a slightly mechanical or industrial feel.

FROM > *Mechanic*  
FROM > *Industrial*

The new logo for Cuki, featuring the word "Cuki" in a bold, blue, sans-serif font. The "C" is significantly larger and more rounded than the other letters, and the "i" has a distinct dot. The overall feel is more expressive and homely.

TO > *Expressive*  
TO > *Homy*  
TO > *Cosy*

## NEW PROMISE. NEW DISCOURSE. NEW WEBSITE

Up-to-date  
Daylight  
Accessible  
Easy to surf



# NEW PROMISE. NEW DISCOURSE. NEW WEBSITE





# NEW PROMISE. NEW DISCOURSE. TRADE FOLDER | OFFERING KITCHEN SOLUTIONS



## NEW PROMISE. NEW DISCOURSE. NEW USER INTERFACE

2 segment



1 new logo

3 pdt description

6 benefit e r w

4 key image

5 techno info

# NEW PROMISE. NEW DISCOURSE. NEW USER INTERFACE

**area marca prodotto**

**capitoli tematici:**  
avvertenze  
consigli  
riciclo

**destinazione d'uso**

**area marca prodotto**

**capitoli tematici:**  
avvertenze  
consigli  
riciclo

**CARATTERISTICHE**

Cuki Carta Forno antideficente ti permette di cuocere in modo più naturale senza l'aggiunta di grassi e condimenti, i tuoi cibi non si attaccano, e foglie e tocchere rimangono pulite!

Cuki Carta Forno è realizzata attraverso un processo di produzione che la rende biodegradabile, riciclabile e compostabile. Inoltre è prodotta con fibre di cellulosa ricavate da legname proveniente da boschi gestiti in modo sostenibile per la protezione delle foreste.

**AVVERTENZE**

- \*Evitare la vicinanza o il contatto con fiamme o resistenze elettriche nel forno.
- \*Evitare che la carta venga a contatto con le pareti del forno
- \*Non utilizzare con i grill accesi
- \*Non superare la temperatura di 220°C
- \*Non utilizzare il foglio senza alimenti o impasti
- \*In padella non superare i 220°C e i 10 minuti di cottura a fuoco medio, facendo attenzione che la carta non esca dai bordi
- \*Attenzione al seghetto.

**CONSIGLI D'USO**

Cuki Carta Forno è adatta per la cottura, il riscaldamento e lo scongelamento cibi nel forno, nel microonde, e in padella.

Prima dell'utilizzo bagna e strizza molto bene il foglio di carta e allargalo sul fondo della teglia premendo con le mani per farlo aderire alla teglia. Puoi usarla anche per separare le fettine di carne nel congelatore.

**CONTROLLO QUALITÀ**

Cuki garantisce i più elevati livelli di qualità e sicurezza dei suoi prodotti grazie ad un'accurata selezione delle migliori materie prime e rigidi controlli in ogni fase del processo produttivo, per farti apprezzare ogni giorno il piacere della cucina.

**DIFENDI L'AMBIENTE**

Separa i materiali:

astuccio in carta  
seghetto in metallo

**UTILIZZO**

**UTILIZZO**

800398003022

ASCR035GooMoon

## NEW PROMISE. NEW DISCOURSE. NEW PACKAGING





## NEW PROMISE. NEW DISCOURSE. NEW PACKAGING



**NEW PROMISE. NEW DISCOURSE.  
NEW AD**



# OUTPUT

SHELF STAND OUT

INNOVATIVE BRAND PERCEPTION

PREMIUM PRICING

NEW SELL-IN PLATFORM AND ACTIVATION

# ANGELO FERRARA

PARTNER CREATIVE DIRECTOR  
ROBILANT ASSOCIATI MILANO





THE  
OPPOSITE  
OF SOLVING  
PROBLEMS

PICKWICK PUBLISHING  
FERRARI SPUMANTE  
SCALO MILANO OUTLET

# PICKWICK

## OPPORTUNITY:

RE-INVENT THE BOOK OFFER  
FOR A NEW SELLING PROPOSITION

## ISSUE:

GLUE 2 WELL KNOW BRANDS INTO A NEW ONE



OUTPUT

POSITIONING

NAMING

VISUAL STYLE

WEB-SITE

# A new publisher paperback brand made by two publishers



+



=

NEW  
BRAND

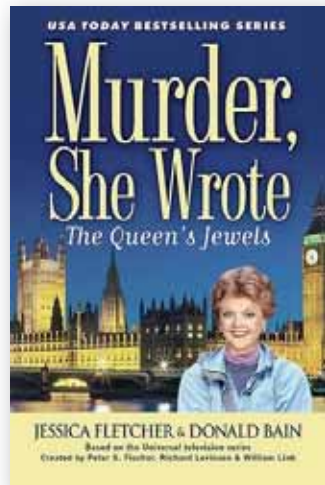
important writers  
famous titles  
titles from movies

teens  
well-being  
female  
comedy

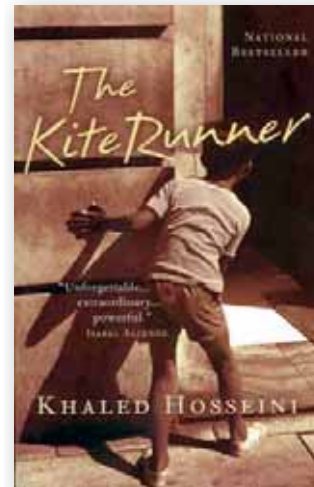
important writers  
famous titles  
titles from movies  
teens  
well-being  
female  
comedy

## different target, different subjects

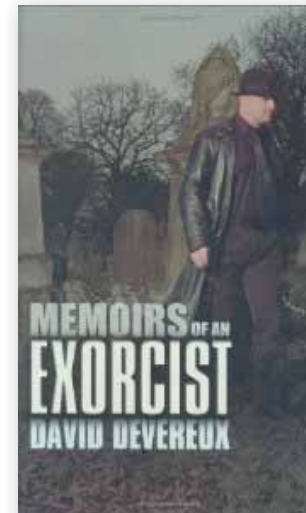
the lady, the hunter, the priest, the husband...



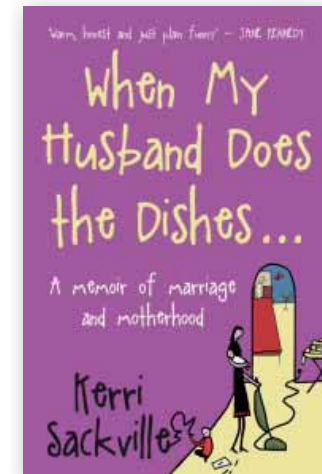
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+



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# WHAT DO THEY HAVE IN COMMON?

DIFFERENT STYLES?  
DIFFERENT TARGET?

ONE BRAND?





LOOK IN

LOOK OUT



FROM  
ART FOR FEW



TO  
ART FOR ALL

WHAT WE LEARN

DIFFERENT POINTS OF VIEWS

FROM  
TECKY EXPERT

(8GB, 68gb)



TO  
BOX OF EMOTIONS

40.000 SONGS, 1000 VIDEOS ALWAYS  
WITH YOU



WHAT WE LEARN

NOT ONE, BUT ONE + ONE + ONE...

WHAT WE LEARN

# BRANDS ARE PLATFORMS

BEING A PLATFORM BRAND,  
HELPS THE BRAND:

TO COLLECT

TO INVITE

TO SHARE

TO INVENT

TO MIX



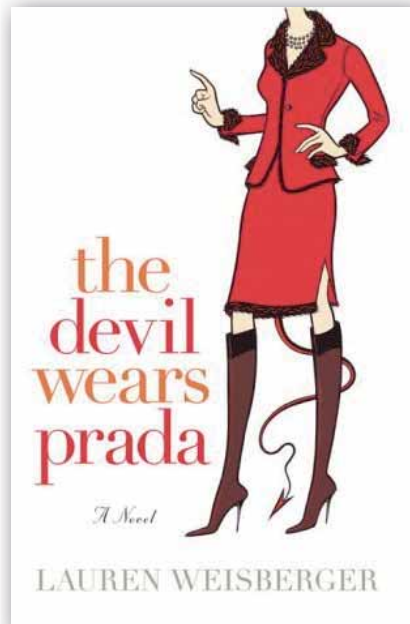
## BOOK AS PLATFORM

A book should be a fun-ctional object,  
always link with our life-style



# BOOK AS PLATFORM

chic-devil



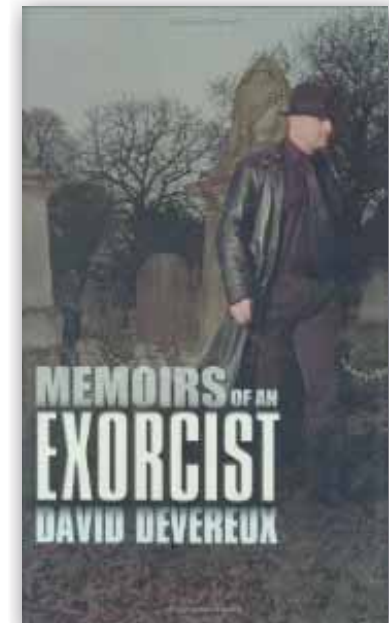
+

cool-devil



+

real-devil



DIFFERENT, YET CONNECTED

## THE IDEA

**book everyday**

The image features a central focus on an open book. The pages are fanned out, and a large, white, heart-shaped cutout is visible in the center of the book's pages. The book is resting on a stack of three closed books with red covers. The background is a soft, light gray gradient.

Things to do

**TODAY**





**PICKWICK**

**A WIDE OPEN EYE**  
into today's world

**A GOLDEN FISH**  
a friendly everyday mascot



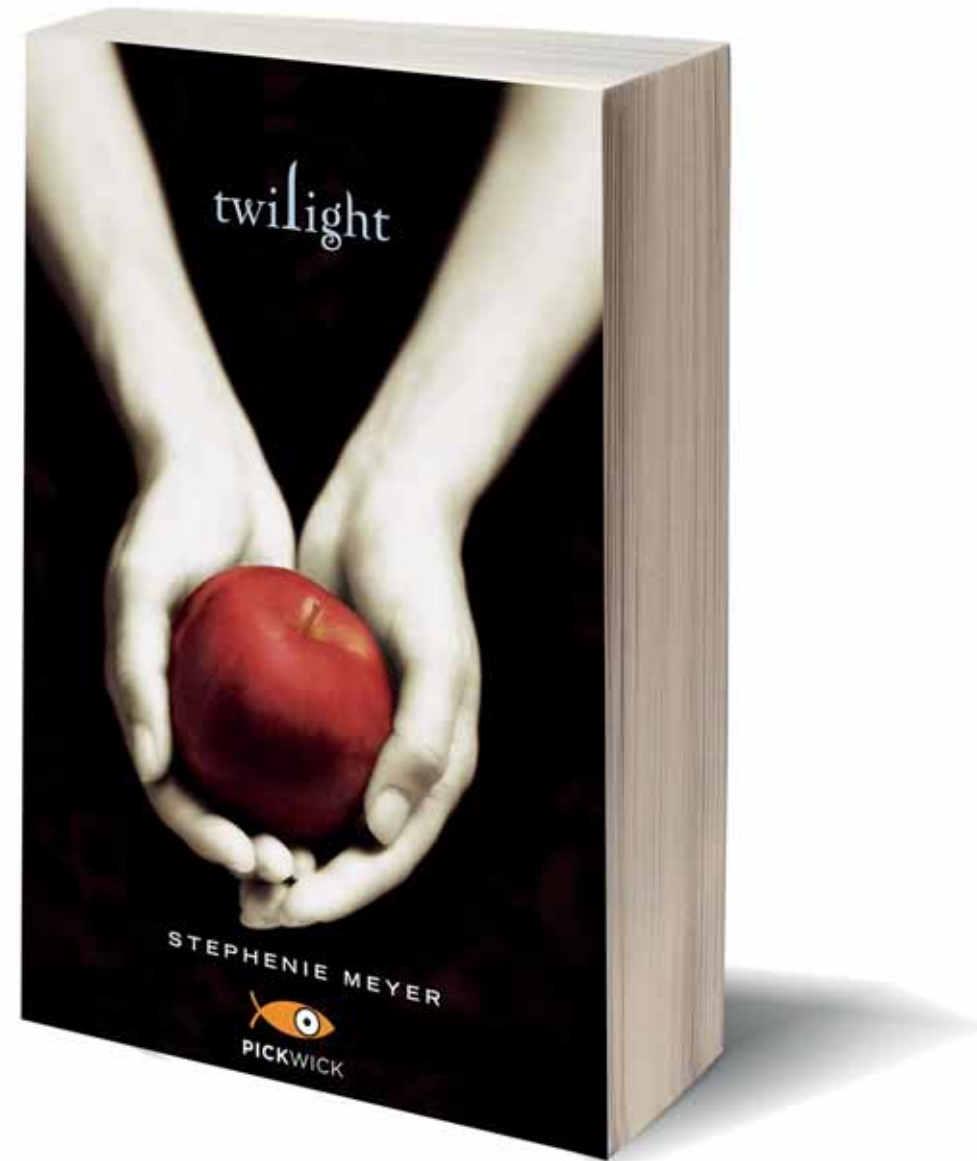
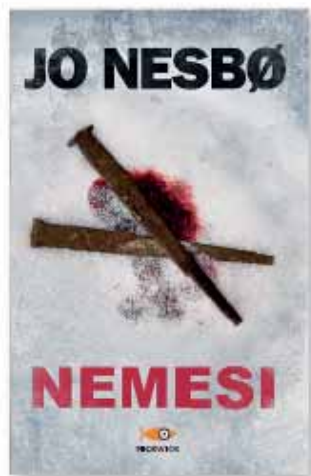
**PICKWICK**

**PICKWICK (emotional)**  
it sounds 'pick a book a week'

**PICKWICK (rational)**  
a novel by Charles Dickens

## UN FRIENDLY SYMBOL WITH A PRESTIGIOUS MEANING

It's my Pickwick



PICKWICK IS ALWAYS VISIBLE.  
NOT ONLY IN BOOKSHOP



Pick and kiss!  
happy san valentine book





Wake up!



It's under the tree!

Quick! Run!

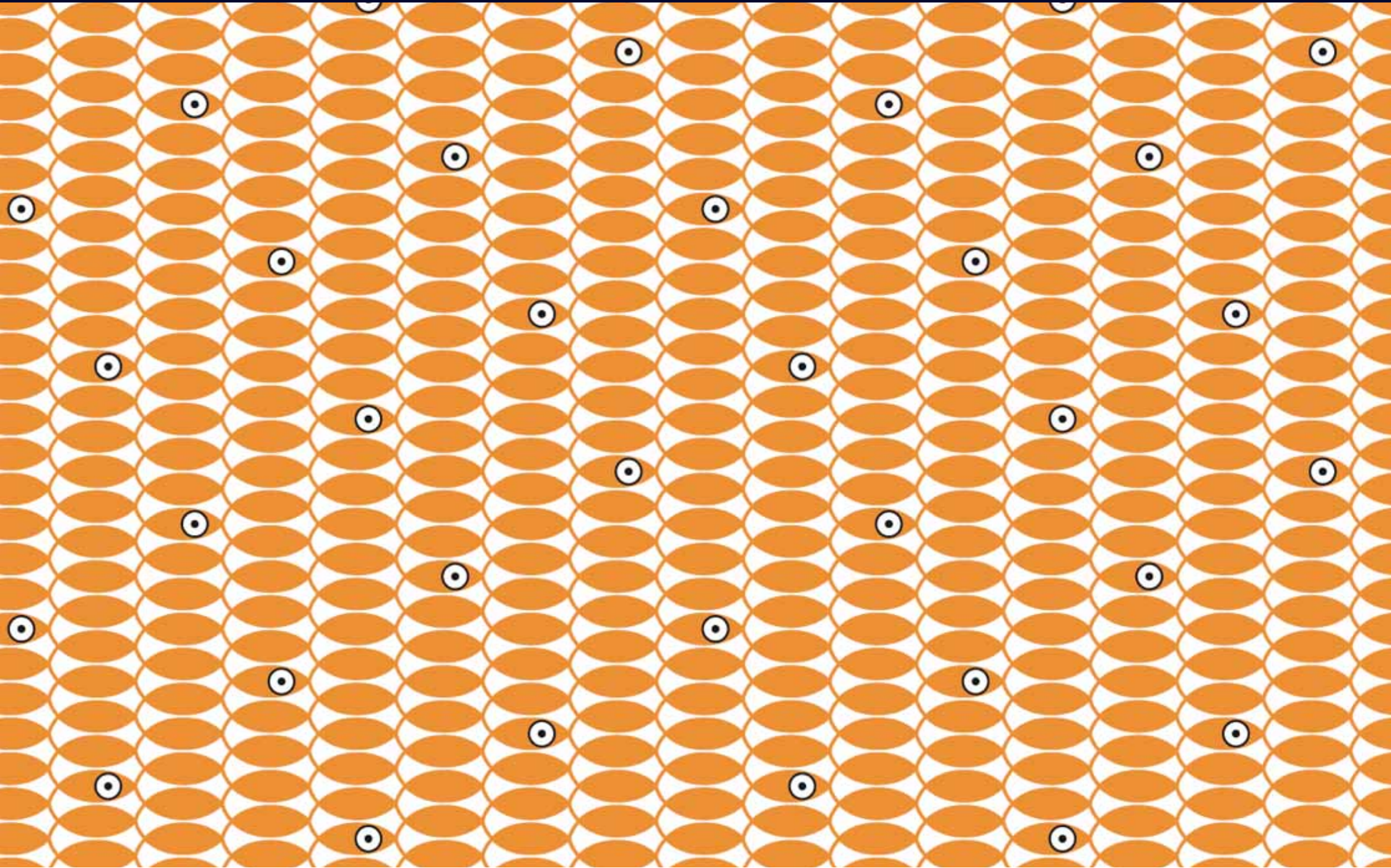
## PICKWICK USES AN FRIENDLY LANGUAGE



One after the other!









**PICKWICK:**  
**IT'S FOR ME**  
**IT'S FOR YOU**  
**IT'S FOR EVERYONE**

**IT'S READY**  
**FOR THE DIGITAL**  
**PLATFORM TOO**





**PICKWICK**

# OUTPUT

'DURING SUMMER WE NOTICED AN INCREMENTAL SHARE OF THE MARKET. IN NOVEMBER, FROM THE FIRST INDICATIONS, WE COULD PREDICT A HIGHER SELLING THAN THE FIRST OPERATION IN JUNE'.

# OUTPUT

'PEOPLE INTERNALLY WERE WORRIED WHEN THE PROJECT WAS UN-BRANDED, WHILE IT WAS ALL CLEAR WHEN BRANDED'

(LORENZO GARAVALDI, GLOBAL BRAND MANAGER MONDADORI GROUP)

A SELLER:

'I HAVE A QUESTION: WHAT'S PICKWICK?  
BY THE WAY, I LOVE IT ALREADY!'



FERRARI SPUMANTE

# BRIEF

## OPPORTUNITY:

TO BECOME WORLDWIDE ITALIAN LEADER  
IN THE 'BUBBLE' MARKET

## ISSUE:

BE NEW, YET CLOSE TO THE HISTORICAL BRAND

OUTPUT

POSITIONING

VISUAL STYLE

LABEL

PACKAGING

SHOWROOM

RETAIL SHOP

BRAND VIDEO

ADVERTISING

SEARCHING  
DISCOVERING  
PROVOKING  
ENHANCING  
CREATING A UNIQUE STYLE

MORE THAN 'BUBBLE'

LOGO

LOGOTYPE





## THE KEY ELEMENTS

## THE HOUSE STYLE



ALWAYS THE SAME. ALWAYS DIFFERENT.

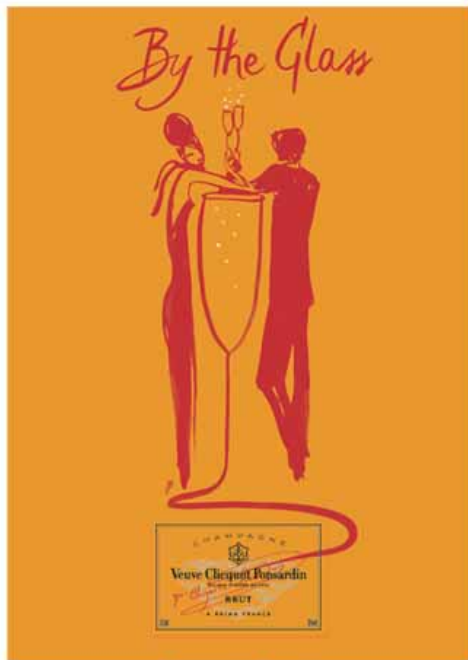


THE LOGO AS A KEY PART OF THE HOUSE STYLE





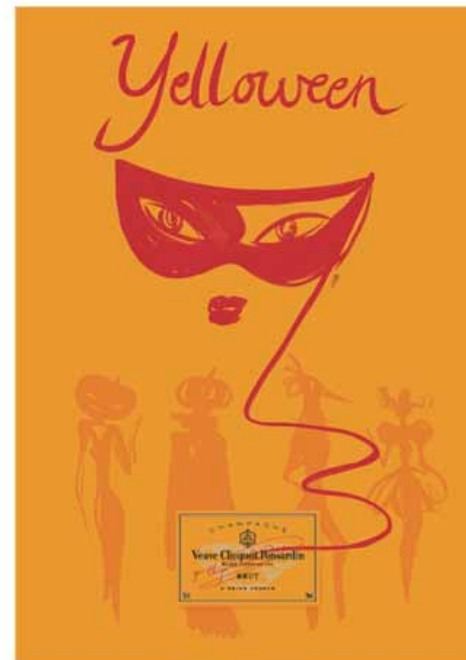
A CLEAR CHOICE FOR A TOTAL LOOK



BY THE GLASS



GIFTING INDULGENCE



YELLOWEEN



SUMMER CHILL OUT

ILLUSTRATION HELPS TO DREAM AND CREATE A STYLE

## KEY ELEMENTS

## THE FERRARI SPUMANTE ELEMENTS

symbol



colours



font

F E

since

1902

guarantee of origin

TRENTO

red and gold





Classic  
Elegant  
Authoritative  
Well-balanced  
Rigorous  
Historic



## THE KEY ELEMENTS

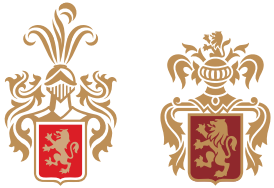
## THE ACTUAL EMBLEM

Classic  
Elegant  
Authoritative  
Well-balanced  
Rigorous  
Historic  
  
Impersonal



## THE KEY ELEMENTS

## THE EMBLEM



“THE COURTLY CHEVALIER”





# FERRARI

METODO CLASSICO DAL 1902



FROM  
VISUAL-CODE  
TO  
VISUAL-STYLE



THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F





THE KEY ELEMENTS

THE FERRARI F - THE BOX



THE KEY ELEMENTS

THE FERRARI F - THE BOX





THE KEY ELEMENTS

THE FERRARI F - THE BOX



THE KEY ELEMENTS

THE FERRARI F



THE KEY ELEMENTS

THE FERRARI F





THE KEY ELEMENTS

THE COURTLY CHEVALIER - LOCK UP



THE KEY ELEMENTS

ALL THE ELEMENTS - THE GAZEBO



THE KEY ELEMENTS

ALL THE ELEMENTS - THE RECHARGEABLE TABLE LAMP





THE KEY ELEMENTS

ALL THE ELEMENTS - THE DIRECTOR'S CHAIR WITH EMBROIDERED CUSHION

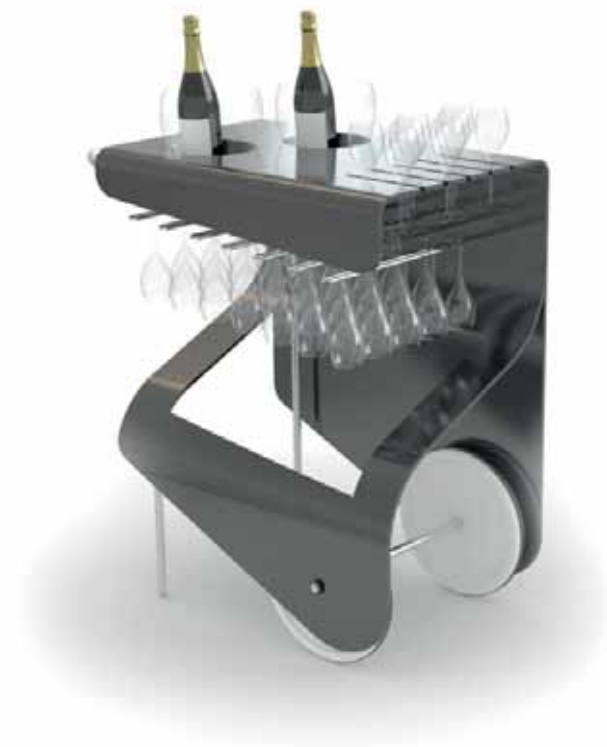






THE KEY ELEMENTS

ALL THE ELEMENTS - THE DRINK TROLLEY - BLACK VERSION



THE KEY ELEMENTS

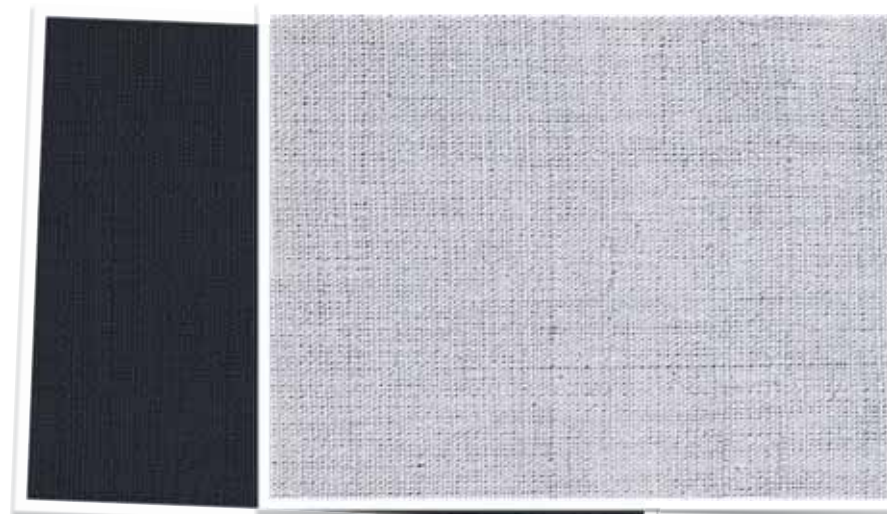
MATERIALS



WHITE LACQUERED



STEEL



HEMP BLACK - WHITE



MIRROR



EMBROIDERY ON CANVAS

WHITE WOOD



**FERRARI**  
METODO CLASSICO DAL 1892















**FERRARI**  
SPAZIO BOLLICINE

**FERRARI**  
SPAZIO BOLLICINE

SPAZIO BOLLICINE

← Direzione  
← Direzione  
← Direzione





**FERRARI**

METODO CLASSICO DAL 1902





**FERRARI**  
SPAZIO BOLLICINE

MyChief  
PUBBLICITÀ



SPAZIO



# OUTPUT

'EASY TO MANAGE  
EASY TO RECOGNISE  
EASY TO IMPLEMENT  
GREAT TO OWN IT'



# BRIEF

## OPPORTUNITY:

RE-INVENT A NEW CONCEPT OF OUTLET

## ISSUE:

AN OUTLET TOO CLOSE TO THE CITY CENTER

OUTPUT

POSITIONING

NAMING

VISUAL STYLE

ARCHITECTURE DIRECTION

PRE-ACTIVITIES LAUNCH

## THE PROCESS

### **CONVEY**

in one single place, 3 different offers:  
fashion brands, design and food hall.

### **UNDERSTAND**

better the synergy between  
the mall and the hosting city.

### **IMAGINE**

a unique structural characteristic  
of layout and look of the shops.

### **DEFINE**

to glue the brand position  
to the offer of the mall.



**City of Science and Technology**



**City of Industries**



**City of international events**

**City of fashion shopping**

Milan as **factory**

Milan as **fashion empire**

**What's MILAN?**

Milan as **design centre**

**City of Aperitif**



**City of connection and network**





FROM

NOT A DEAD SHOPPING MALL  
NOT AN OUTLET  
NOT FASHION BRAND ONLY  
NOT 'ONCE IN A WHILE'  
NOT A PLACE TO BUY AND GO  
NOT SHOPPING ONLY

TO

**A LIVELY FACTORIES**  
**FASHION FOR LESS, FOOD FOR LOVE**  
**FASHION, DESIGN AND FOOD**  
**EVERY WEEK**  
**A PLACE TO LIVE**  
**A SCHOOL, A BREAD GROCERY, A PARK...**

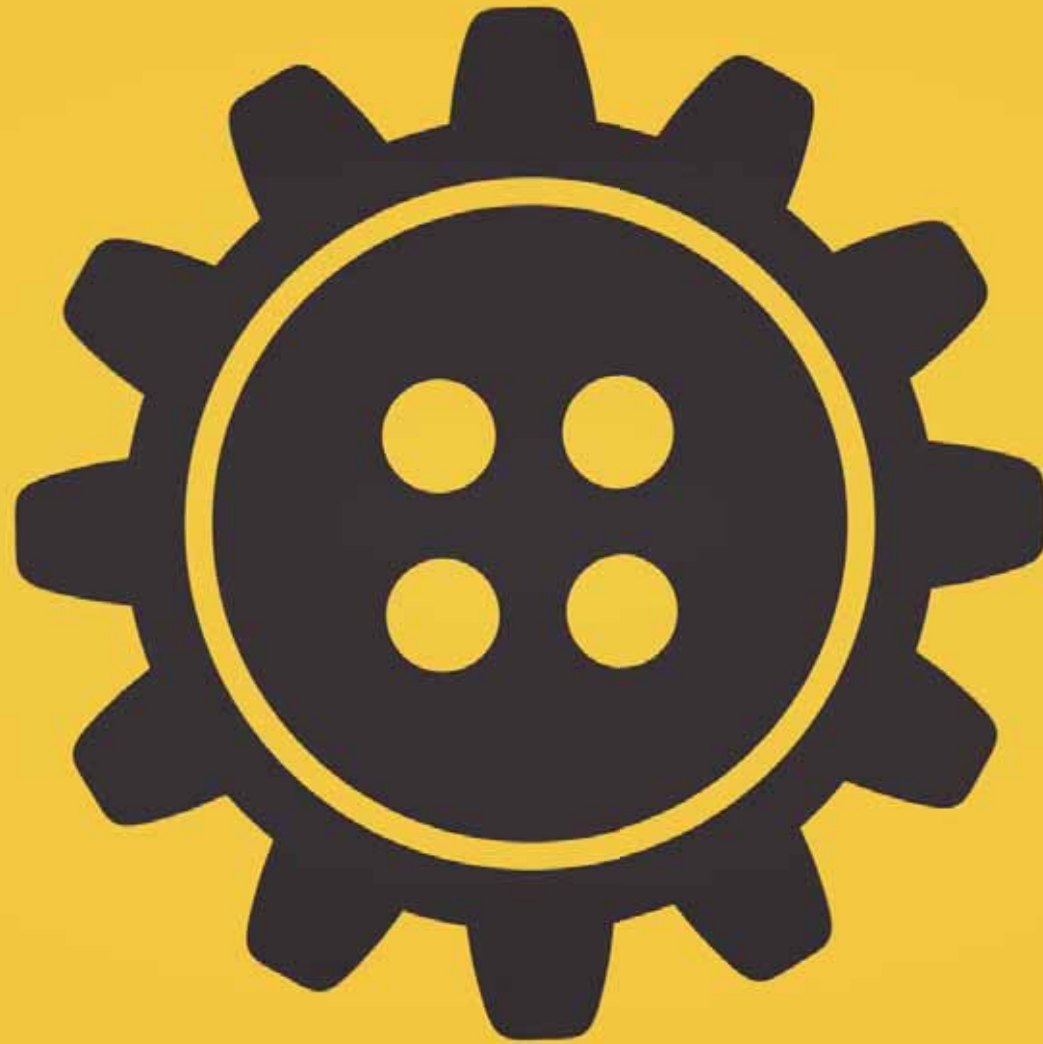
A UNIQUE PLACE

NOT A FAKE SHOPPING VILLAGE.

**IT'S A NEW PLACE TO BE.**

THE IDEA

THE FASHION,  
DESIGN & FOOD  
FACTORY DISTRICT









SCALO MEANS 'RAIL YARD', WHERE THE LATEST OBJECTS ARRIVE BEFORE GETTING DISTRIBUTED.

IT'S A METAPHOR TO DESCRIBE A PLACE WHERE THINGS (FASHION, DESIGN, FOOD) ARE PRODUCED AND ARE FRESH BRAND NEW.

SCALO MILANO IS A NEW BUSINESS PLATFORM TO DESCRIBE A NEW SHOPPING EXPERIENCE: THE PLACE WHERE FASHION, DESIGN AND FOOD ARE MADE AND ARE ALL TOGETHER



*THE PLACE FOR  
THE LOOK,  
THE DESIGN  
& THE FOOD.*

**FASHION  
& DESIGN FOR LESS.  
FINE FOOD FOR LOVE.**

## A TASTY EXPERIENCE

SCALO MILANO,  
UNA NUOVA IDEA  
DI SHOPPING

*UNA VERA  
ESPERIENZA  
DI GUSTO*





*SEE WHAT'S GOING ON*



*Scalo*<sup>™</sup>  
MILANO  
OUTLETS & MORE







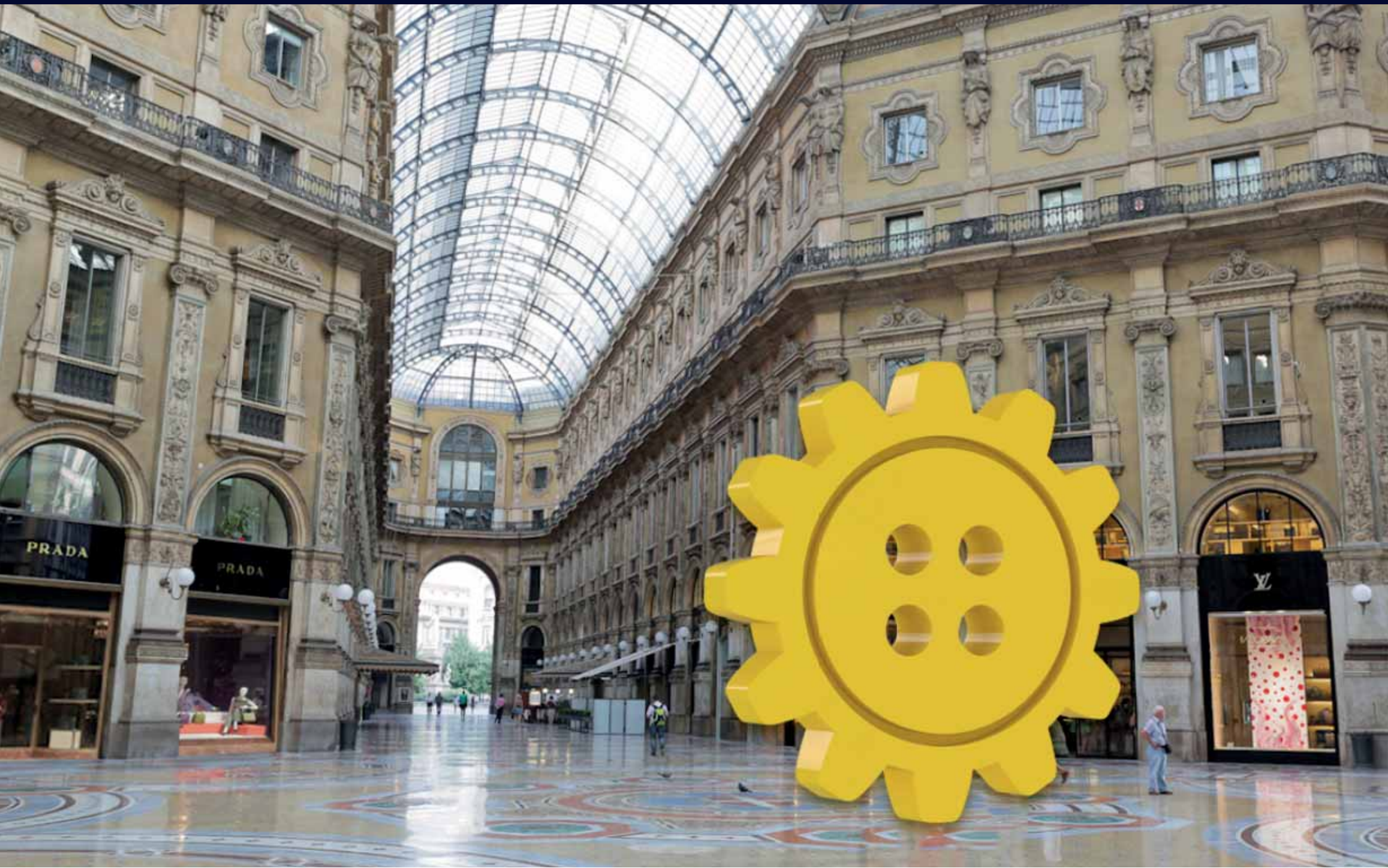
FROM CITY CENTER TO SCALO IN 25 MINUTES













*SCALO MILANO*  
*SO COOL*  
*SO CLOSE*

*Scalo*<sup>TM</sup>  
MILANO  
OUTLETS & MORE





# OUTPUT

'RA holistic approach helped on the first issue, changing the b2b perception (isn't a shopping center, nor a retail park..) into a new retail concept.

This help us, from the very first presentation to the international market, since it generated a natural and positive word of mouth, capturing the attention from luxury brands, which are usually quite difficult to reach'.  
(Filippo Maffioli, Managing Director Promanagement)



**ROBILANTASSOCIATI**  
Brand Advisory & Strategic Design

LEVERAGING BRAND TALENT®

Grazie!  
Thank you!