

# COMMUNICATION

Create a winning communication campaign.

## Internal analysis



WHO AM I?

WHAT ARE MY OBJECTIVES?

Selling

Product knowledge

Promote the territory

## Internal analysis



WHAT ARE MY VALUES?

WHAT DO I DO?

WHY?

HOW DO I PROMOTE THE PRODUCT?



External analysis

ENVIRONMENT ANALYSIS  
+  
COMPETITORS ANALYSIS  
+  
POSITIONING

TARGET ANALYSIS



WHY SHOULD THEY CHOOSE ME?  
My added value



The target

From the target comes all my strategy

## PERSONAS



**ALICE**  
30Y - insurer



**LUCA**  
50Y - employee



**CHIARA**  
42Y - consultant



**LUCA**  
age - employment

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Hypotetical product: Erbaluce

She buys wines without any commitment for aperitifs with her friends,

He does not know the world of wines but next weekend he will go for wine tastings

She has a good knowledge of wines, he is always looking for new bottles to discover

Description

## Brand presentation

LOGO

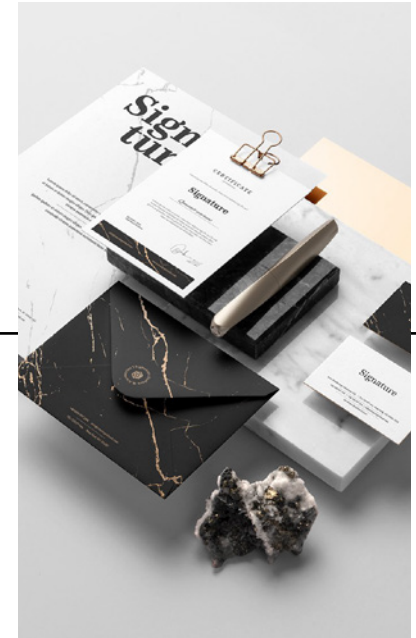
COORDINATED IMAGE

CONTENTS

Photo + Video + Graphics

WEBSITE PRESENCE

SOCIAL PRESENCE



CREDIBILITY AND SERIOUSNESS  
PERCEIVED VALUE

Without forgetting to analyze competitors

Campaign

GOAL

★ Sales

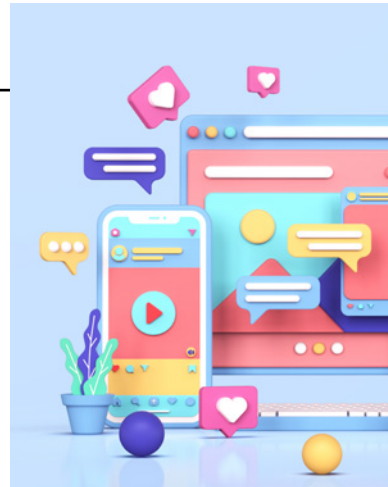
Product knowledge

Promoting the territory

START/END DATE + BUDGET

ONLINE

Social ads  
Google ads  
Banners on specific sites  
Sector celebrities/influencers  
Keywords



OFFLINE

Advertising spot  
Space in trade magazines  
Sponsoring events

Campaign

PLANNING

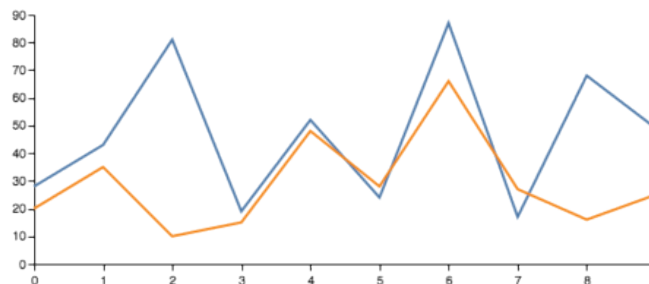
CONTENT CREATION

Images / Copy



CAMPAIGN LAUNCH

COLLECTION + ANALYSIS OF RESULTS





## Possible scenarios



X - BECOMES A NEW PRODUCER

Company

Imagine



Campaign



Y - PROMOTES Z'S PRODUCT

I take advantage of Z's assets

+

deepen /  
expand the market

**QUESTIONS?**