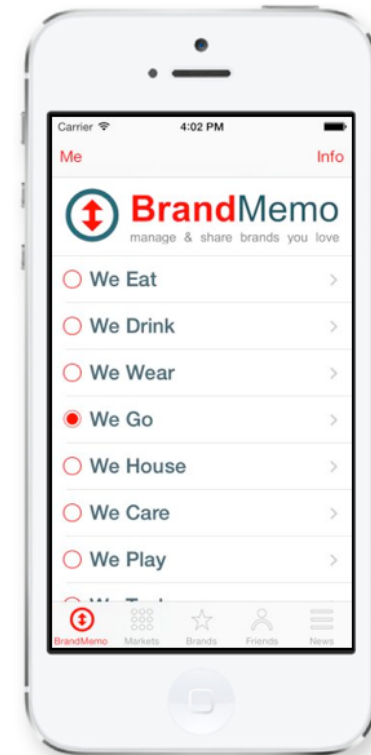


BRANDMEMO BUSINESS CASE

Play the role of a
marketing manager
engaged in digital, social
and mobile markets.



BrandMemo Business Case

GOALS: BrandMemo Business Case aims to develop your marketing management skills in order to offer a comprehensive toolkit of the best practices required, in real-world context, to a marketing manager dealing with the emerging trends of digital, social and mobile scenarios.

REASONS: as brands play an increasingly important role in delivering profits to companies and their investors, the skills needed to maximize brands as assets must also assume greater importance and profile in the leadership team: 54% of business executives believe that their CMO could take over as CEO.

<http://www.brandingstrategyinsider.com/2014/09/cmo-to-ceo-the-next-era-of-brand-leadership.html#.VBAN-ovzBic>

BrandMemo Business Case

ADVANTAGES: you will set a learning experience by simulating the role of a marketing manager: BrandMemo interactive fieldwork will provide you a realistic training to directly apply marketing theories in the cutting-edge scenario of the social, digital and mobile brand management.

PROGRAM: you will be in charge of the analysis, planning and development of a brand social relations project in the digital and mobile world. BrandMemo Business Case comprises three different phases, each one based on a “Learning-Compete-Delivering” sequence.

Phase 1 - Marketing Management in the Social, Digital and Mobile Era

Phase 2 - Marketing Management in the Big Data Era

Phase 3 - Marketing Management in the Digital Networking Era

What it is: BrandMemo

BrandMemo is the first brand network.

Its mission is to simplify brand management.

With BrandMemo: you can manage and share brands you love. Rank thousands of [brands](#) in hundreds of [markets](#), discover your [friends'](#) brand preferences, create or follow [groups](#)... and much more on [BrandMemo](#).

For more info, take a look at www.brandmemo.com



How it works: BrandMemo FAQs (1/2)

What is BrandMemo? BrandMemo is your personal app to manage and share brands you love, discover and add new brands in your life, share your favorite brands with your friends around the world.

How to sign up and log in to BrandMemo? You can sign up and log in to BrandMemo using your Facebook Account, or with your email.

How to use BrandMemo? In BrandMemo you'll find thousands of brands organized by market. In every market page you can find and rank your brands, create your Top List, watch your friends' Top List, discover The World's Top List, and share your favorite brands around the world.

How to create my Top Lists? In every market page you can drag and drop your brands in any order you prefer, from 1 to 10. If you don't find a specific brand, you can always add it to your Top List.

How it works: BrandMemo FAQs (2/2)

How to create my Group? Click on the label “Groups”, then on the button “Create”. Choose your group name, image and so on. Remember you can administer your group membership and always monitor members’ brand preferences in real time.

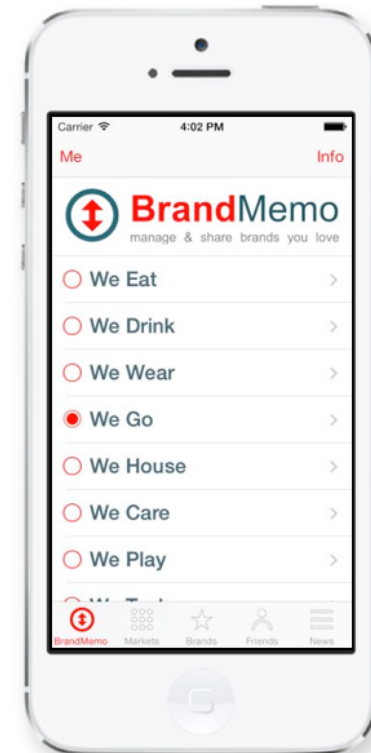
How can I invite people to join my Group? Growing your community is very simple: just share the link of your Group page by any means, using your social networks, email and so on, and invite to join your Group.

How to see my friends’ Top Lists? In the friends’ page you can search and select friends you want to follow. Their Top Lists (if edited) will become visible in every market page. In every market page you can tap the friends icon and see their Top Lists. You can bookmark your preferred friends just selecting the star icon.

BRANDMEMO BUSINESS CASE

PHASE 1

Marketing management in the
Social, Digital and Mobile Era.



Learning Brand preferences in the new digital, social and mobile markets

1. Brand preferences represent a fundamental step in understanding consumer choices and helping marketing managers better design marketing programs and build long-term relationships.

http://www.brunel.ac.uk/_data/assets/file/0003/91182/phdSimp2011RehamEbrahim.pdf

2. Marketing managers should build a digitally driven business and harness social platforms to gain competitive advantage: deepen customer relationships, innovate products and services, attract and retain talent.

http://hsp.msgfocus.com/files/amf_henrystewart/workspace_8/Weber.pdf

3. Marketers need to use media to cultivate brand communities for improved marketing effectiveness.

www.terrella.com/bcmarketingwp2.pdf

Compete in building open social mobile digital communities

1. **Split** in 10 groups of up to four people each.
2. **Sign up** on BrandMemo, create your Group by choosing its name, address, image and description, set it as “Open” and finally join it.
3. **Rank the market** *We Wear → Clothes → Prêt-à-porter*, together with all the other markets you are interested in.
4. **Plan and execute a marketing strategy** to invite as many people as possible to sign up to your BrandMemo Group and to rank the market *Prêt-à-porter*, at least. *Tip: more markets → richer data → deeper analysis → better grade!*

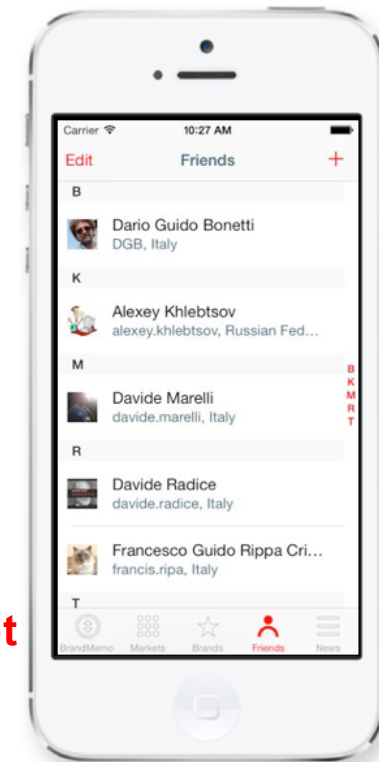
The group building the largest BrandMemo community will gain the right to choose first the brand to represent in the market *Prêt-à-porter*.

Delivering the exercise report

Reflect on the following suggested questions:

1. Who are my prospects?
2. Which are the operations to build up a community?
3. How will I organize my team to reach my goal?
4. What problems shall I face along the way?

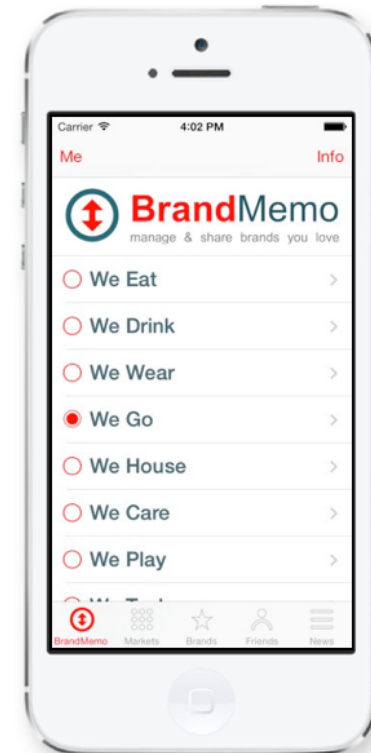
You will be evaluated on the efficiency and efficacy of your social, mobile, digital strategy to build your target community.



BRANDMEMO BUSINESS CASE

PHASE 2

Marketing management in the
Big Data Era.





BrandMemo

manage & share brands you love





BrandMemo

manage & share brands you love

You have built a social digital mobile community in three weeks

1. INNOVATIVE & CHALLENGING TASK
2. GLOBAL PLACING POWER
3. QUICK & SMART DRIVEN
4. BIG DATA GENERATION



BrandMemo

manage & share brands you love

Learning Brand Big Data

- 1. By combining Big Data with an integrated marketing management strategy, marketing directors can have a substantial impact in customer engagement, retention and loyalty, thus improving performance.**
http://www.sas.com/en_us/insights/big-data/big-data-marketing.html
 - 2. Brand affinity is one of the most common basis for segmentation. Knowing your customers and what they value will improve your ability to design appealing marketing initiatives directed to them and to efficiently present information they look for.**
<http://marketresearch.about.com/od/market.research.brand.equity/a/Market-Segmentation-Target-Market-Research.htm>
 - 3. Understanding your brand positioning in current and potential customers' mind is essential to make the right marketing decisions: consistent with your image, effective in differentiating from competitors, relevant to your target.**
<http://www.kelseyads.com/why-is-your-brand-positioning-important/>
-

Compete in mining and analyzing Brand Big Data, as a brand manager.

Working on the Excel file containing Big Data of a sample of 50 best buyers

1. Investigate the brand preferences of the target for your brand and your two best competitors according to the following categories:

- n. **Ambassadors** - those who ranked your brand 1st;
- n. **Consuls** - those who ranked your brand 2nd or 3rd;
- n. **Likers** - those who ranked your brand 4th or lower;
- n. **Neighbors** - those who didn't rank your brand at all.

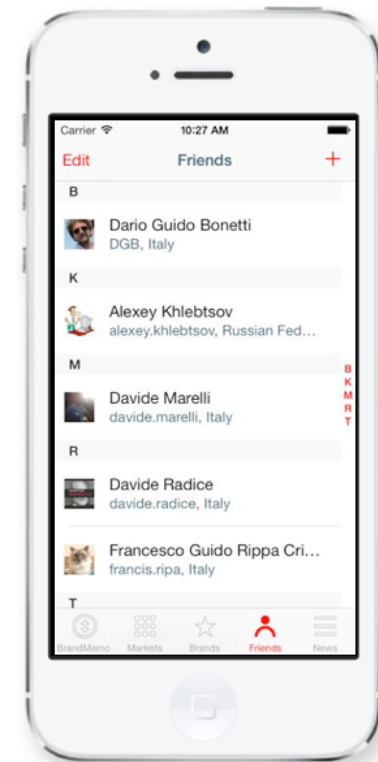
2. Investigate the underlying dynamics among the brand preferences of your target in pret-a-porter market and in the other ones (cars, watches, social networks, ...)

Delivering the exercise report (5-8 slides)

Reflect on the following suggested questions:

1. What is the competitive positioning of my brand in Prêt-à-Porter market?
2. How many ambassadors, consuls, likers, neighbors, has got my brand?
3. Who are my best two competitors and how did they performe?
4. What are my customers' preferences in the other markets?

You will be evaluated on the significance and strength of Your analysis.



Big Data

Excel sheet example

Customer	Pret-a-porter	Luxury Watch	Cars
1	1 Giorgio Armani	1 Patek Philippe	1 Ferrari
1	2 Prada	2 Breguet	2 Lamborghini
1	3 Burberry	3 Rolex	3 Porsche
1	4 Marc Jacobs	4 Piaget	4 Audi
1	5 Gucci	5 Blancpain	5 Bmw
1	6 Louis Vuitton	6 Vacheron Constantin	6 Toyota
1	7 Dolce & Gabbana	7 Cartier	7 Mercedes-Benz
1	8 Stella McCartney	8 Baume & Mercier	8 Ford
1	9 Calvin Klein	9 Panerai	9 Cadillac
1	10 Alberta Ferretti	10 Hublot	10 Chrysler

Prêt-à-Porter World's Top List

1. Calvin Klein
 2. Burberry
 3. Giorgio Armani
 4. Dolce & Gabbana
 5. Gucci
 6. Céline
 7. Chloé
 8. Hugo Boss
 9. Ralph Lauren
 10. Alberta Ferretti
-

BrandMemo Groups Chart

1. Satisfashion
 2. 101
 3. MEDIAmici
 4. S.U.
 5. HighHeels
 6. Fre\$h 2 Death
 7. Fashionistas
 8. Fashion Milano
 9. United Fashion
-



BrandMemo

manage & share brands you love

Who we are: Innova et Bella

Innova et Bella is the strategic consulting firm focused on innovation and competition.

For more info and support on BrandMemo Project, please contact: businesscase@brandmemo.com

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