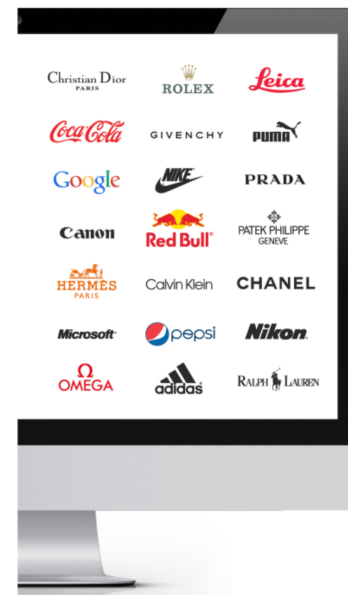


THE LUXURY FIGHT


A digital, social and mobile business case

Research brand preferences big data and develop a winning digital marketing strategy for your brand in the luxury markets.



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About BrandMemo Business Cases

BrandMemo is an innovative social branding platform. Briefly, as Facebook connects people to friends and LinkedIn connects people to business, BrandMemo connects people to brands.

BrandMemo Research is a non-profit project supported by a Scientific Committee composed of more than 50 professors and researchers from the main universities and business schools in the world. The primary purpose of BrandMemo Research is studying the brand preferences of every human being and enhancing the understanding of the relationship between people and brands.

Universities and Business Schools, Professors and Students may freely access BrandMemo tools and anonymous big data for academic purposes, researches and business cases. Thanks to BrandMemo, researchers can now generate new big data about people's brand preferences and make analysis like never before.

The Luxury Fight Business Case

You will have to lead a digital marketing team which ultimate goal is to improve your brand competitive position in the luxury markets.

To reach this goal, you will develop the business case in two stages:

- 1. Big Data Research.** First, you will face the challenge of developing new sources of big data in order to explore the new digital, social and mobile scenarios of luxury markets.
- 2. Digital Marketing Plan.** Second, you will analyse the competitive position of your brand and formalize an outstanding digital marketing plan.

BrandMemo interactive fieldwork provides you a realistic competitive training to support the learning of the classical marketing theories and their immediate application in the cutting-edge scenarios of social, digital and mobile markets.

1.1 Big Data Research: Develop the largest big data sample

In order to collect the largest big data sample of brand preferences your team will have to invite the largest number of friends, contacts and prospects:

- a. to log into BrandMemo following your Team invitation (every Team will be provided with a personal web link for sending invitations);
- b. to rank their brand preferences in the following luxury markets: Prêt-à-porter, Haute couture, Shoes, Bags & Leather, Eyewear, Watches, Jewelry and Fragrance.

You and Your team will be evaluated on the efficiency and efficacy of your social, mobile, digital strategy for building the sample.

Plus: The Team that will build the largest big data sample will gain the right to choose first the luxury brand to manage in Phase 2.

1.2 Big Data Research Challenge: Hints & Tips

In order to collect the largest big data sample of brand preferences you and your Team may reflect on the following key points:

1. *Who will be the target of our invitations? (Friends, Other Students, Family, Contacts, Fellows, Endorsers...)*
2. *How to invite our prospects? (Email, Facebook, Twitter, Instagram, LinkedIn, Whatsapp, Direct contact, Websites, Newsletters, Leaflets...)*
3. *How to motivate our prospects to rank their brand preferences? (ex. promising them a follow up with the results of our research...)*
4. *How to develop a viral invitation that makes our prospects delighted to share it with their friends and contacts?*
5. *How to organize our Team to develop an effective operation plan with the right timing?*

2.1 Digital Marketing Plan: Present your digital strategies

Your Chief Marketing Officer has assigned you and your Team the task to analyze a big data sample of European University Students' brand preferences and recommend him a digital marketing strategy to hit the target.

In order to develop an outstanding digital marketing plan for your brand, you will:

1. analyse big data sample, identify your competitive position and define your digital marketing strategies on the target of European University Students;
2. prepare a .ppt presentation (max 10-12 slides) illustrating your competitive position and your recommended digital operations (max 4-5 operations).

You and your team will be evaluated on the consistency of your competitive analysis and the recommended digital marketing strategies for your brand.

Plus: The Team that will build up the smartest .ppt presentation will gain a bonus... your Chief Marketing Officer does appreciate smart presentations!

2.2 Digital Marketing Plan Challenge: Hints & Tips

In order to develop an outstanding digital marketing plan for your brand you and your Team may reflect on the following key points:

1. *What is our brand position? And which are the most important markets for our brand?*
2. *Who are our best competitors?*
3. *What is the final competitive position of our brand in the luxury markets?*
4. *How can we present our big data analysis in a smart presentation?*
5. *How can we describe our target of European University Students in Europe?*
6. *What do they need from our brand?*
7. *Which are the digital habits of our target?*
8. *Which are the main 4-5 digital marketing operations we suggest the chief marketing officer in order to improve our brand positioning on the target of European University Students?*

Contacts and Help desk

For info and support on BrandMemo Business Case please contact:

franklin@brandmemo.com

*An Help Desk with technical support will be at students' disposal
with the following tutors:*

Raffaella Scarioni, BrandMemo Scientific Committee Coordinator

Davide Radice, BrandMemo Digital Platform Coordinator

Virginia Marchetti, BrandMemo Luxury Fight Help Desk

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