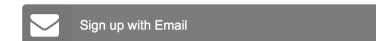
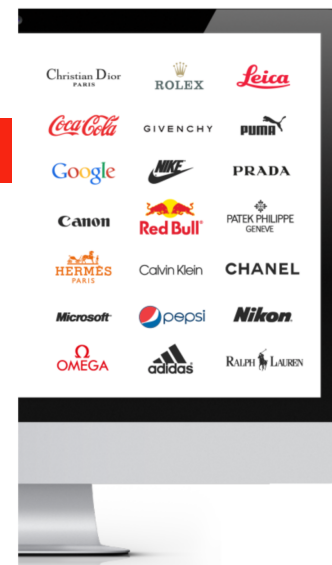


LUXURY INNOVATION

A digital, mobile and social business case

An international Brand asks you to analyse its positioning in the global luxury markets and an innovative digital marketing plan.



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BrandMemo University Project

BrandMemo Research is a no 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 have access to BrandMemo tools and anonymous big data for academic purposes, researches and business cases.

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

The Luxury Innovation Business Case

You and your Team have established a successful international start-up in the communication and digital marketing industry.

A large international luxury group asks you to research and study the competitive positioning of Armani, Chanel, Dolce & Gabbana, Gucci, Prada and Valentino brands, advising new global and digital marketing strategies.

To achieve this goal, you will develop the business case in two phases:

- 1. A New Big Data Research.** Prove your digital and entrepreneurial networking skills by gathering big data on international luxury brands through the BrandMemo platform;
- 2. An Innovative Digital Marketing Plan.** Analyze the client Brand competitive positioning and present an innovative marketing plan focusing on digital, mobile and social strategies.

1. A New Big Data Research.

In order to win the first challenge, you and your Team should prove your digital, mobile and social networking skills by gathering the largest number of brand preferences.

You have to invite friends, contacts and prospects to:

- sign up for BrandMemo following your Team invitation (each Team will be provided with a personalized invitation link);
- rank your favorite brands in the following markets: Prêt-à-porter, Haute Couture, Shoes, Bags & Leather, Eyewear, Watches, Jewelry and Fragrance.

You and your Team will be evaluated on your digital and entrepreneurial networking skills.

Plus: The 1st and 2nd Team that build the largest samples get a bonus: your client appreciates your effective digital networking skills!

1.2 A New Big Data Research: Tips.

In order to collect the largest big data sample of brand preferences, you and your Team could prove your digital, mobile and social networking skills taking into account the following points:

- 1. What is the most immediate and numerous target? (Friends, family, acquaintances, college students, mailing list, ...)*
- 2. How to send the invitation? (Email, Facebook, Twitter, Instagram, LinkedIn, Whatsapp, direct contact, website, newsletter, ...)*
- 3. How to motivate the target to rank the preferences? (Relationship, game, promising to update with the results of the research, ...)*
- 4. How to make the invitation so viral that people are happy to share it with friends and contacts?*
- 5. How to organize the Team to develop an effective operation plan with the right timing?*

2. An Innovative Digital Marketing Plan.

In order to develop an brilliant digital marketing plan for your client Brand, you and your Team should:

1. analyze BrandMemo big data, identify your Brand's competitive positioning and recommend new global marketing strategies.
2. create a Powerpoint presentation (max 10-12 slides) which illustrates your competitive brand positioning towards competitors and propose 4-5 digital marketing operations.

You and your Team will be evaluated on the consistency of your competitive analysis and on the innovative digital marketing strategies you recommend.

Plus: The 1st and 2nd Team that provide the best presentations get a bonus: your client appreciates brilliant presentations!

2.1 An Innovative Digital Marketing Plan: Tips.

You and your Team will receive an email with the name of your client Brand, the names of your competitors and the target markets on which you will develop the marketing plan. You and your Team may take into account the following points:

- 1. How is our client Brand positioned in the global luxury markets? How many people rank it in first position? How many people rank it among the first 3 positions (top of mind)? And among the first 10 positions?*
- 2. How could we graphically represent the competitive positioning of our client Brand benchmarked to the competitors in the target markets?*
- 3. Which strategic goals may we set?*
- 4. Which are the 4-5 digital marketing operations you would suggest?*
- 5. Which are the expected results?*

Contacts and Help desk

For further information and support on the BrandMemo business case, please contact:

unimi@brandmemo.com

The Help Desk will be at your disposal for support with these tutors:

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