THE KINGS OF MADE IN ITALY

IED SCHOLARSHIP MASTER IN BRAND MANAGEMENT AND COMMUNICATION 2017

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Guccio Gucci was a porter at the Savoy hotel in London who was inspired by the smart luggage he saw there to open his own leather goods store in his native Florence in 1921. The soul of Gucci is in the Made in Italy label, Florentine culture and the Tuscan craftsmanship. He was often inspired by the lavish lifestyle of others. He decided to integrate the lavish living with his art of craftsmanship. He started working with the skills of Tuscan artisans. He started initially with the selling of the leather bags to the horsemen. With time, the leather bags got converted into luxury bags. And the rest is history.

**THE KINGS OF MADE IN ITALY**

**GUCCI BRIEF**

Gucci opened in Florence

- **1920s**
  - Gucci developed its Horsebit icon
  - Trademark green-red-green web stripe

- **1930s**
  - Opened stores in Milan and New York
  - Guccio passes away in 1953

- **1940s**
  - Sons took over Gucci

- **1950s**
  - Stores opened in Tokyo and Hong Kong

- **1960s**
  - Legendary interlocking double G logo

- **1970s**
  - First runway show in Florence

- **1980s**
  - Gucci became public LTD

- **1990s**
  - Opens the era of the Gucci IT bag

- **2000s**
  - Launch of Gucci Kids Collection

- **2010s**
  - Assassin's Creed video game for Gucci

- **2015s**
  - Alessandro Michele new Creative Director

**GUCCI BRIEF**

- **1920s**
  - Gucci opened in Florence

- **1930s**
  - The birth of the Bamboo handle

- **1940s**
  - Legendary interlocking double G logo

- **1950s**
  - First runway show in Florence

- **1960s**
  - Gucci became public LTD

- **1970s**
  - Gucci IT bag

- **1980s**
  - Opens the era of the Gucci IT bag

- **1990s**
  - Launch of Gucci Kids Collection

- **2000s**
  - Assassin's Creed video game for Gucci

- **2010s**
  - Alessandro Michele new Creative Director
CORE VALUES
Craftsmanship, Outstanding quality, High in aesthetic value and absolute Made In Italy.

KEY PRODUCTS
Luxury range of specialized Handbags
Luxury clothing and Accessories for Men, Women & Children
Luxury Pet Ranges.

UNIQUE IDENTITY
Interlocking double G logo
Red & Green stripe
Horsebit Icon
Bamboo Handle

TARGET
High net worth men & women who has keen eye for fashion and quality. Status seeking.

MARKETING
Print & Digital Media advertisements
No Sales on Classic Range
Sales on Seasonal goods
Celebrity endorsement

GUCCI ANALYSIS

S
Premium Luxury Products
High Quality
Directly operated stored (DOS)
Personalization
Diverse Product range
High on brand Recognition

W
Lower Margin

O
Growing Market in the BRIC

T
Counterfeits
Eurozone Crisis
The company’s story officially began in 1947 when the first Ferrari emerged from the historic factory entrance on Via Abetone Inferiore in Maranello. The 125 S, as it was known, embodied the passion and determination of the company’s founder Enzo Ferrari.
FERRARI ANALYSIS

CORE VALUES
Tradition and Innovation
Individual & Team
Passion and Sport Spirit
Territorial & Internationality
Ethics, Excellence and speed

KEY PRODUCTS
Finest Italian sports cars for both Track & Road.

UNIQUE IDENTITY
Speed
Physique – prancing horse, red color, Italian flag, Yellow shield
Design

TARGET
High net worth middle aged men to express status, Sponsor companies.

COMPETITORS
Porsche is expanding its product range and does not follow the same low volumes-high on exclusivity thus capturing large luxury automotive market.

S
Strong brand image in Luxury market and racing world.
Design & Performance Innovation & Engine technology.

W
Low volume results in employing technological solutions.
Same business model limits sales
High Waiting list.
Low in fuel efficiency & high in emissions.

O
Growing Market in the BRIC.
Expansion of customer base in emerging hybrid and hatch back market segment with user friendly engines.

T
To meet certain countries automotive policies on emission norms.
Millions of people today start their day with Nutella. Pietro Ferrero, who owned a bakery in Alba, Piedmont, an area known for the production of hazelnuts, sold an initial batch of 300 kilograms (660 lb) of "Pasta Gianduja" in 1946. At the time, there was very little chocolate because cocoa was in short supply due to World War II rationing. So Ferrero used hazelnuts, which are plentiful in the Piedmont region of Italy (northwest), to extend the chocolate supply. This "Pasta Gianduja" was originally a solid block, but Ferrero started to sell a creamy version in 1951 as "Supercrema". In 1963, Ferrero’s son Michele Ferrero revamped Supercrema with the intention of marketing it throughout Europe. Its composition was modified and it was renamed "Nutella". The first jar of Nutella left the Ferrero factory in Alba on 20 April 1964. The product was an instant success and remains widely popular till today.

In 1946 Pietro Ferrero created “Gianduja”, a sweet paste made of hazelnuts and hint of cocoa in the town of Alba, in Italy’s Piedmont area.

By 70’s Nutella had conquered Europe And began spreading across Australia, The Far East and the rest of the world/

Nutella is growing like never Before in the BRIC

Nutella celebrates its 50th birthday with celebrations in over 160 countries.
### CORE VALUES
- Tradition and History
- Quality & Family
- Originality

### KEY PRODUCTS
- Choco-Hazelnut Spread

### UNIQUE IDENTIFY
- Number one spread in Europe
- Real Hazelnuts 13%
- The never changing Nutella Jar
- Part of a balanced breakfast

### TARGET
- Reaches all social, economical market.
- Age group – 5 years to 40
- Parents with children 5 - 13

### COMPETITORS
- All Sweet Spreads

### MARKETING
- Media and Print advertisements
- Very active social networking
- Strong presence in supermarkets
- Engages Fans in promotions

### NUTELLA ANALYSIS

<table>
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<tr>
<th>S</th>
<th>Historic, Popular &amp; Trusted Quality ingredients Authentic &amp; Original Strong and growing social following</th>
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<tbody>
<tr>
<td>W</td>
<td>High in calories. Limited product range</td>
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<td>O</td>
<td>Growing Market in the BRIC.</td>
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<tr>
<td>T</td>
<td>Rise in new competitors and copycats. Unhealthy Propaganda Rainforest at Risk</td>
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NUTELLA CURRENT BUSINESS STRATEGIES

In 2014 Nutella turned 50, and its huge fan base has been celebrating with events across the country. Using the tagline “Spread the Happy,” Nutella has crossed the threshold from being a simple food product to national obsession, and its rise to the top could be a case study for entrepreneurs on how to run a business, and how to use effective branding strategies. Consider this:

- A jar of Nutella is sold every 2.5 seconds.
- Nutella is Number 1 Ferrero brand in volume and value.
- 3 generations of Europeans have grown up eating Nutella spread.
- Nutella is the number one spread in Europe
- Has the second biggest fan page in Facebook
- 400 million jars are sold per year in almost 200 countries.

While its popularity grew steadily, the product really took off after the company employed three smart branding strategies:

1. **It focused on the breakfast market.**
   In 2009, Nutella began focusing its branding almost purely on becoming a breakfast staple – something put on toast, waffles and bagels. This move helped consumers understand the product’s best use.

2. **It tapped into a universal desire.**
   The second branding strategy proved to be controversial. Nutella was marketing itself as being part of a healthy diet. While the company never explicitly claimed the hazelnut spread was healthy in and of itself, it did cleverly branded the spread to be associated with a balanced diet.

3. **It capitalized on social proof.**
   Once the spread was in homes, curiosity led consumers to experiment with using it on other items, and soon people began sharing their creations on social media. This helped prove that Nutella was more than just a breakfast spread without Nutella having push that point. Social proof convinces potential customers.
This project will highlight the possible future prospective of Nutella over the next 50 years. I HAVE made sure that the original spread of the brand stays with bare minimal deviation introduced with new packaging ideas and selling points that could be highly successful.

Nutella is a brand with a lot of potential in the Product, Packaging and its Distribution sector.

The project will outline each Marketing mix crucial to the launch of the new line of products.

There are 4 new product lines that could be very promising for the Brand with detailed Marketing Mix. And also few other products that Could be considered profitable and could even be developed with great Marketing tactics.
To further increase penetration of Nutella the link between Nutella and bread needs to grow stronger. We need to increase the positioning of Nutella as a Package and not Just a Chocolate spread. This is an introduction for Italian Market only and EU could be a future.

**Product**
- Original recipe.
- Ingredients remain the same.
- Take it go Sandwich.
- First of a kind sweet sandwich.

**Promotion**
- Existing marketing techniques.
- Social media
- Print and digital promotions

**Price**
- Can be priced at par with already existing sandwiches.
- Raw materials already sourced.
- Zero additional manufacturing cost.

**Place**
- Existing vendors & supply chain.
- Vending machines across the busy points, schools, Universities.
- Introduce in Italian cities such as Milan, Rome, Florence, Palermo.
- If Sales Improve take it Nationally.
NUTELLA FLAGSHIP STORES

Flagship stores are something that has to be seriously considered a must venture in the near future. These stores will have all the originals plus the exclusive and limited edition products. Apart from Nutella spread they will have a wide range of accessory products such as magnets, Stationary, fashion, souvenirs, cutleries etc. They will also feature a Member-Ship Deal.

<table>
<thead>
<tr>
<th>Product</th>
<th>Promotion</th>
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<tbody>
<tr>
<td>Original Store products.</td>
<td>Existing marketing techniques.</td>
</tr>
<tr>
<td>Limited editions.</td>
<td>Social media</td>
</tr>
<tr>
<td>Nutella Brand accessories.</td>
<td>Print and digital promotions</td>
</tr>
<tr>
<td>Nutella Clothing.</td>
<td>Store Launch</td>
</tr>
<tr>
<td>Nutella Stationaries etc.</td>
<td>Events</td>
</tr>
<tr>
<td>Manufacturing of non edible item could be outsourced.</td>
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<table>
<thead>
<tr>
<th>Price</th>
<th>Place</th>
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<tbody>
<tr>
<td>Original store prices.</td>
<td>Busy City center.</td>
</tr>
<tr>
<td>Competitive outsource.</td>
<td>Introduce in multicultural cities first such as Milan, Prague, Berlin, Paris etc.</td>
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<td></td>
<td>Touristy parts are also great.</td>
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**NUTELLA BAR MAKES A COME BACK 🍫**

It's time to bring the "Pasta Gianduja" back in the market. The original Cocoa-Hazelnut bar before Ferrero invented the creamy paste called Nutella.

### Product
- Original recipe. Ingredients remain the same.
- Take it go Nutella. Lesser calorie than a usual choco bar.
- Can be made into Hot Chocolate.

### Promotion
- Existing marketing techniques. Social media. Print and digital promotions.

### Price
- Can be priced at par with already existing Choco bars. Raw materials already sourced. Zero additional manufacturing cost.

### Place
- Existing vendors & supply chain. Vending machines across the city. Introduce nationally first. If Sales Improve take it Internationally.
Nutella Café will be a cent percent success if introduced in selected International Airports around the globe with Selective Nutella based Food & Beverages such as wide variants of coffee, treats, pastries, cakes, drinks etc. Travelers who are Nutella lovers will get an immediate Connection with home & family. Not to mention the Breakfast menu of Crepes, Brioches, Breads etc.

**Product**
- Original Recipes.
- DIY recipes named after Fans.
- Hot & Cold plates.
- Café with seating.
- Highly trained staff.
- Nutella based Food & Drinks.
- Touch Order placements.

**Promotion**
- Existing marketing techniques.
- Social media.
- Print and digital promotions.
- Coupons.
- Membership Privileges.
- Free Wi-Fi

**Price**
- Priced at par with airport cafes.
- Raw materials easily sourced.
- Excellent Margin.

**Place**
- Introduce nationally first in cities like Milan, Rome, Venice etc.
- If Sales Improve take it Internationally.
- Future as cafes around the cities.
This could be an excellent addition to the Brand’s food ranges which could be easily marketed with the current style of promotions with no additional change in the Brand’s Identity. Pricing and Margin will be highly profitable since the products have great shelf life, with no fuss re-usable packaging.

BOTTLED Nutella Milk Shake

A wholesome breakfast drink

Real Calcium

With your daily dose of Nutella

OTHER NUTELLA PRODUCT RANGE

SQUIRT
From the bottle
On your favorites

NUTELLA IN 50 YEARS
THANK YOU

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