



Associazione Italiana Investor Relations



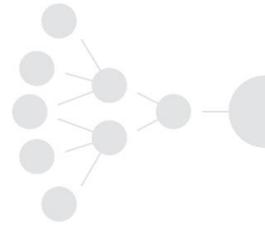
**Digital Strategies:
innovating format and tools
to improve financial communication effectiveness**

Milano, 15 Aprile 2014

Ore 17.00

Edison, Sala &02

Chi è Message



Lavoriamo a livello internazionale con aziende quotate e non quotate per migliorare la loro trasparenza, la profondità d'informazione e interazione con gli stakeholders nel panorama digitale.

Progettiamo e realizziamo:

- contenuto e progetti editoriali
- corporate websites
- investor relation e CSR websites
- annual report websites
- interactive tools
- mobile applications
- strategie e gestione social media



Adobe



PDF

AUG 3 1990
NOV 13 2013

The Huntsville Times

Man Enters Space

'So Close,
Yet So Far,'
Sighs Cape
U.S. Had Hoped
For Own Launch



Soviet Officer
Orbits Globe
In 5-Ton Ship
Maximum Height Reached
Reported As 188 Miles

Hobbs
Admits
1944
Slaying

To Keep Up U.S.
Must Run Like

Platinum



**STOP
CUT AND
PASTE**

The Huntsville Times
Man Enters Space
'So Close Yet So Far' Sighs Cape
U.S. Had...
For Own...
Hobbs Admits 1944 Slaying





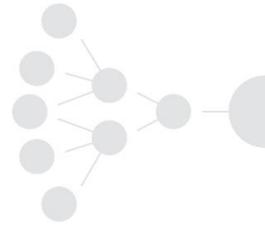
BE
SHORT

Scenario

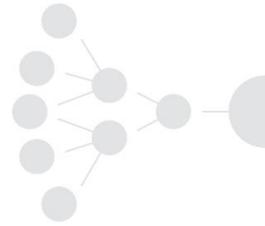
- Parcellizzazione target
- Competere sul Digital nell'ingaggio del primo contatto



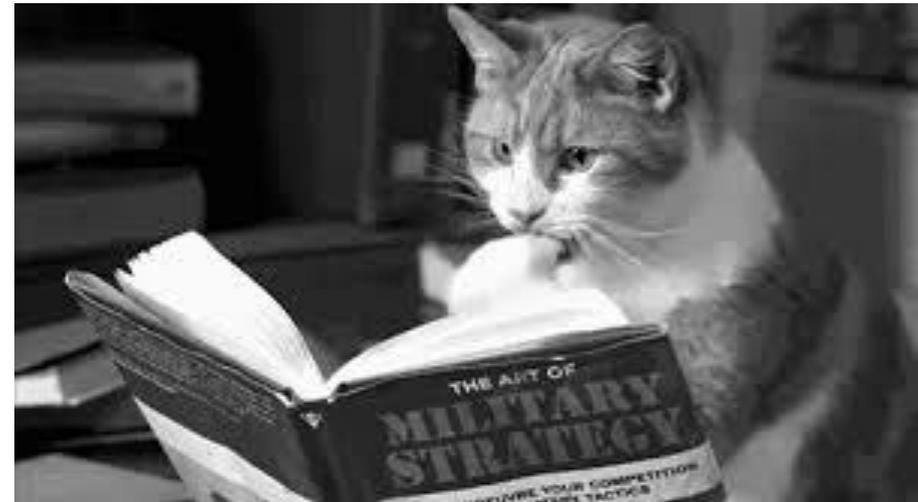
Digital strategy



Corporate Web



- Allargamento target (comunicazione e ingaggio)
- Miglior servizio agli utenti professionali (strumento di lavoro)



➤ Due filoni di evoluzione del sito

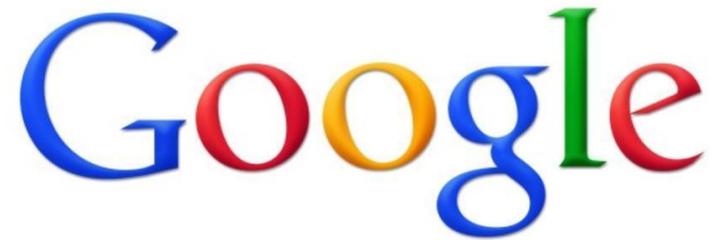
SEO



Mediamente quasi il 60-70% del traffico di un sito internet è originato da motori di ricerca, in primis da Google.

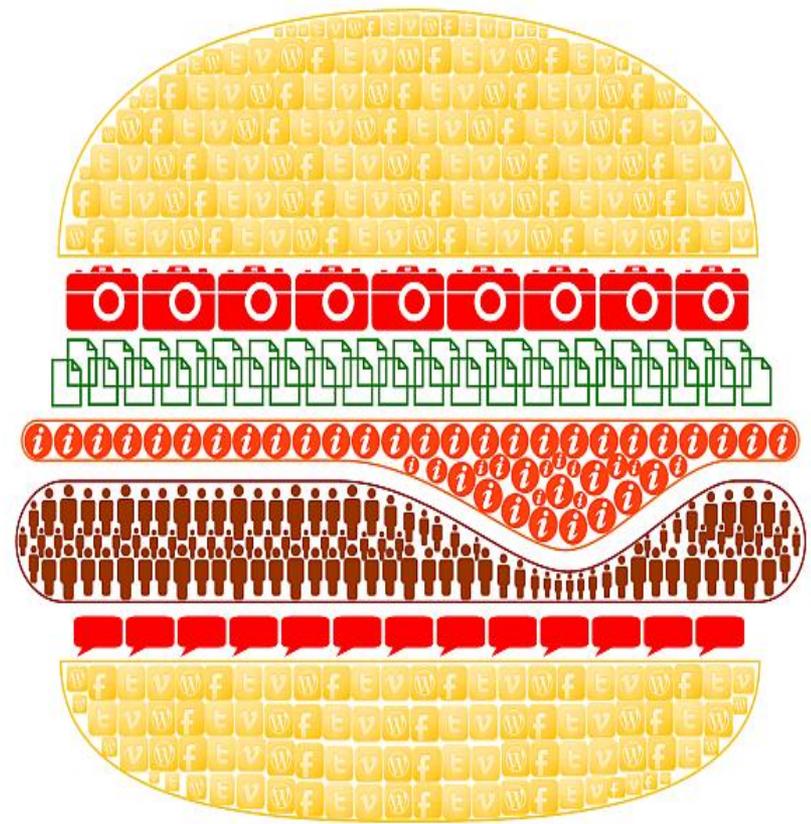
- [Investing Automotive Company](#)
- [Investing Motorbike Company](#)
- [Investing Tires Company](#)

- [Investing Made in Italy Company](#)
- [Investing Energy Company](#)



Content strategy

- Definizione target
- Piano editoriale
- Regole Web writing (linguaggio e tone of voice)
- Format contenuti (testo, video infografici)
- Channel strategy :
 - Web
 - Mobile
 - Apps
 - Social
 - Intranet
 - E-mail
 - Print



AUDIENCE: The meat of your strategy. For substance, invest the time to understand the information needs of your audience.



CONTENT THEME: The gooey, tasty information goodness that melts over your audience. Relevant content sticks.



VOICE & TONE: The sauce! The flavour and personality of your content will depend on things like culture and industry. Tobasco? Ketchup? Mayo?

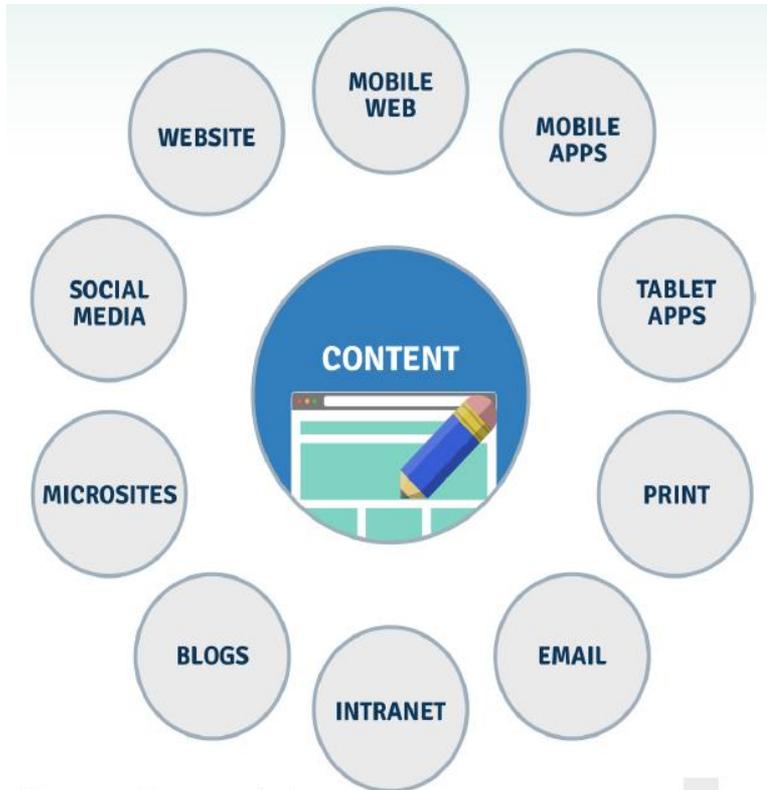
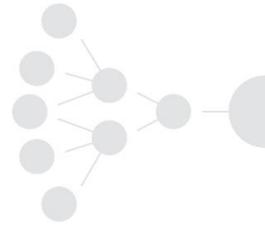


CONTENT FORMAT: The mix of content condiments that add texture and variety to your strategy.



BUN: Your digital channels provide the platform for your content strategy and hold it all together.

Content is king



REPUTATION

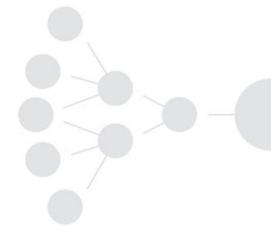
Contenuto è reputazione!



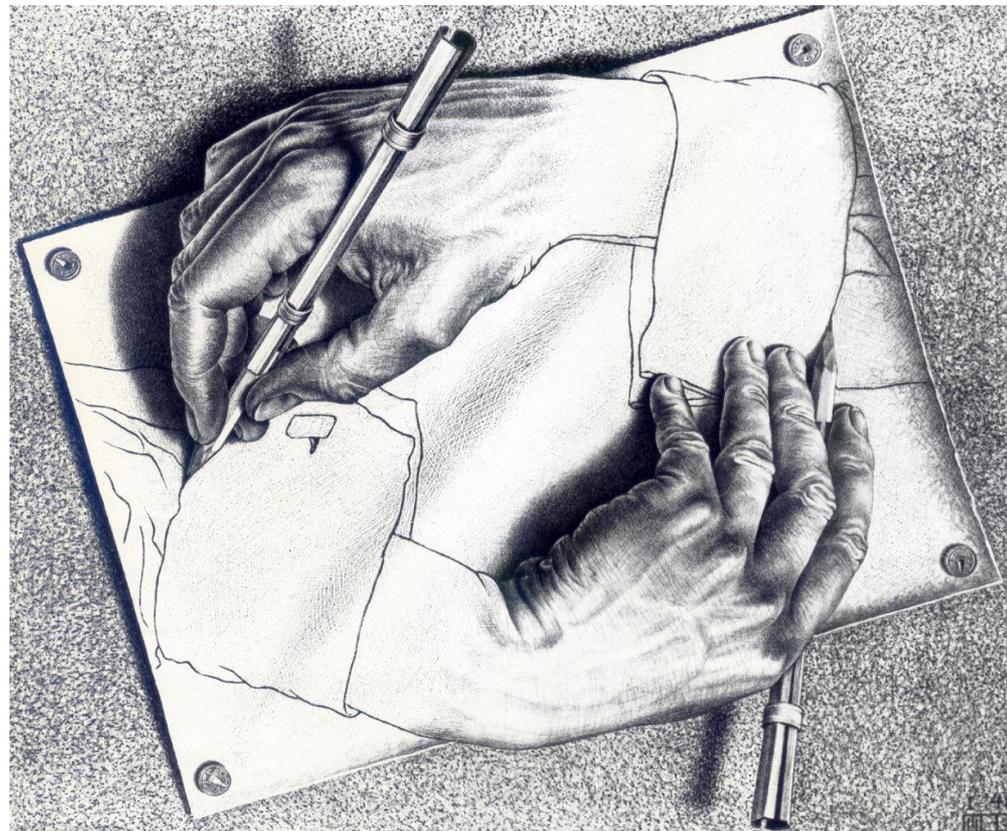
RELATIONS

Contenuto è relazione

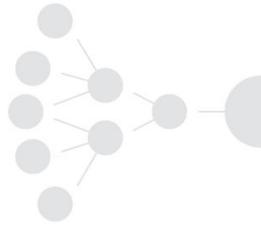
Webwriting: le regole



1. Chi ci legge?
2. Quale media?
3. Quale struttura logica?
4. Quale stile?
5. Quale impaginazione?
6. Diamo i numeri



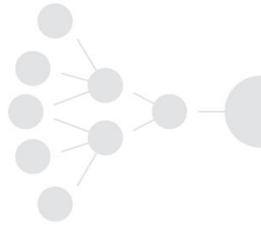
Chi ci legge e come? - Identikit



"Se qualcosa non cattura la mia attenzione, passo oltre"

- Gli utenti web **non leggono** le pagine **parola per parola**
- Hanno **poco tempo** a disposizione
- La **lettura** su monitor è più **lenta** (25 % in più) e faticosa
- Sul web si può scegliere tra una **grande quantità** di pagine
- Il **destinatario** del messaggio può essere **chiunque**

Scrivere per il web o sul web?

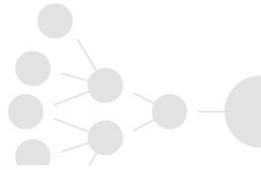


"Non fate lavorare il lettore al posto vostro"

IL WEB WRITER DEVE

- Scrivere e curare i **testi**
- Adeguare il proprio **messaggio** al web
- Curare l'**impaginazione** all'interno del layout
- Valutare se proporre elementi a **supporto** del testo: animazioni, interattività, infografica
- Progettare ulteriori **elementi informativi** della pagina: links, didascalie, summary

Come organizzare il discorso?

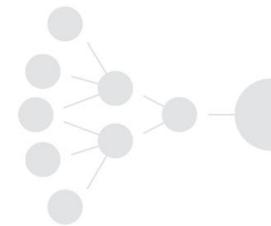


"Andate subito al nocciolo"

QUALCHE REGOLA

- Inserire in primo piano il **cuore del messaggio** per catturare l'attenzione dell'utente
- Scrivere secondo la regola della "**piramide rovesciata**"
- Attuare le medesime regole anche all'interno dei singoli **paragrafi**





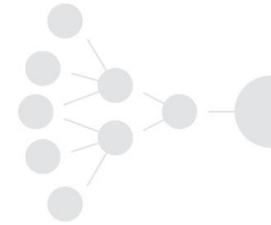
Quale stile?

"Siate chiari, concisi e sinceri"

QUALCHE REGOLA

- **spezzare** i periodi
- **periodi semplici** e brevi
- una sola idea, un solo tema, per ogni paragrafo
- usare gli **elenchi** per le liste
- **non ripetere i concetti**, eliminare aggettivi, incisi e avverbi ridondanti
- evitare le frasi negative
- evitare la forma passiva dei verbi
- usare le **tabelle** per presentare informazioni numeriche
- fornire le prove di ciò che si dice: dati, statistiche, ricerche

Come organizzare la pagina?



"Microcontent, il primo livello di lettura"

Affrontare i temi dividendoli in blocchi concettuali utilizzando sommari, titoli, caption, frasi in evidenza

- Titolo
- Sommario
- Titoli paragrafi
- Paragrafi
- Chiusura

PIANO INDUSTRIALE 2013-2017

"Premium per Pirelli non è solo l'alto di gamma ma un nuovo approccio di business orientato alla creazione di valore".

Il Piano rappresenta l'evoluzione strategica del processo di trasformazione che ha portato Pirelli, a partire dal 2010, a focalizzarsi sui segmenti di valore ed a raddoppiare la profittabilità. L'evoluzione di tale processo e' un rinnovato approccio alla gestione del business, orientato alla generazione di cassa ed a garantire un elevato ritorno sugli investimenti.

2013 – 2017 PIRELLI VALUE CREATION

PROFITABILITY Ebit

Segmento	Ebit % before restructuring costs 2016	Ebit % before restructuring costs 2013
CAR	-16%	-12,5%
MOTO	>17%	-15%
INDUSTRIAL	-14%	>13,5%
MINOR BUSINESSES	-15%	-13%
TOTAL	-15%	-13%

ROI BY BUSINESS 2013 - 2016/17

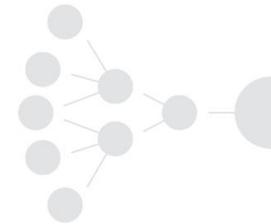
Segmento	2013	2016/17
CAR	-18%	-25%
MOTO	-47%	-52%
INDUSTRIAL	-23%	-27%
MINOR BUSINESSES	20%	26%
TOTAL	20%	27%

Legend: Yellow bars = Ebit % before restructuring costs 2016; Hatched bars = Ebit % before restructuring costs 2013; Yellow line = ROI without financial assets, before restructuring costs; Red line = ROI total, before restructuring costs.

* Restated according to new IAS 19

Returns consistent with Premium attitude

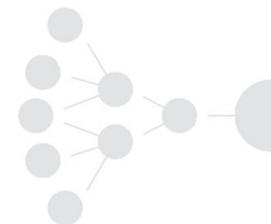
Diamo i numeri!



- **Titolo pagina:** 4-5 parole, max 30 - 40 caratteri;
- **Highlights:** non superano le 4 righe;
- **Sommario:** non oltre le 2-3 righe;
- **Titoli paragrafi:** 4-5 parole, max 30 - 40 caratteri;
- **Paragrafi:** 5/10 righe garantiscono scorrevolezza al testo;
- **Caption:** brevi frasi frapposte in uno spazio ricavato nel corpo del testo e associate ai paragrafi, spesso con un colore diverso e/o con un carattere più grande;
- **Liste:** Puntate per elencare elementi omogenei, numerate per elementi in successione o in ordine di priorità;
- **Bold:** evidenziare le parole chiave dell'articolo;
- **Corsivi:** da utilizzare solo quando si usino termini stranieri non entrati nel gergo popolare o settoriale;
- **Sottolineati:** da evitare, possono essere confusi con links;
- **Didascalie:** utili per dare informazioni sulle immagini inserite.

Best Practice

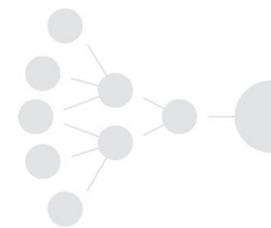
Bowen **Craggs** & Co



Company	2013 Position	2013 Score	Country	2012 Score	Change
BP	1	215	United Kingdom	213	+2
Eni	1	215	Italy	211	+4
SAP	1	215	Germany	215	0
Siemens	4	214	Germany	214	0
Royal Dutch Shell	5	213	United Kingdom	213	0
Unilever	5	213	United Kingdom	213	0
Nestlé	7	207	Switzerland	207	0
Roche	7	207	Switzerland	207	0
Novartis	9	206	Switzerland	206	0
GlaxoSmithKline	10	203	United Kingdom	203	0

Rank	Name	Total
1	Eni	88.8
2	Telecom Italia	86.1
3	SCA	78.9
4	Wärtsilä	74.5
5	Swedish Match	73.7
6	Snam Rete Gas	73.5
7	Swedbank	72.8
8	BASF	72
9	Fortum	71.8
10	Pirelli	71.3





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BASF
The Chemical Company

Investor Relations

- BASF at a Glance
- Strategy
 - Our Strategic Principles
 - Value-based Management
 - Economic Goals
 - Portfolio Optimization
 - Innovations
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- News & Publications
- Share & ADR
- Calendar
- Annual Shareholders' Meeting
- Service for Shareholders
- Key Financial Data
- Creditor Relations
- Sustainable Investments
- Corporate Governance
- Contact
- Service and FAQs

"We create chemistry" strategy

We are **The Chemical Company**. But what does that mean? The answer to this question can be summed up in our purpose as a company.

We create chemistry for a sustainable future.

We combine economic success, social responsibility and environmental protection. Through science and innovation we enable our customers to meet the current and future needs of society.

BASF tomorrow – how does our roadmap until 2020 look like?

- We add value as one company**
 - » Opportunities and challenges plus key trends
 - Our » **purpose**
 - Our » **strategic principles**
 - » **Value-based management**
 - Our » **values**
- Continued top and bottom line growth with key focus on emerging markets**
 - Our » **goals in detail**
 - Future » **Investments and our excellence program**
- Expansion of portfolio downstream towards functionalized materials and solutions**
 - » **Portfolio development during the last years**
- Strong focus on sustainability and innovation**
 - Please visit our » **innovation examples** and our » **sustainability section**
- Commitment to deliver long-term shareholder value**
 - Our strategy creates » **shareholder value**

Last Update
Feb. 25, 2014

- Service**
 - » New on the website
 - » RSS Feed
 - » Newsletter
 - » Order Center
 - » FAQ
- Page Functions**
 - » Financial Glossary
 - » BASF Glossary
 - » Sitemap IR
 - » Contact
 - » Share
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- General Information**
 - » Disclaimer
 - » Data protection
 - » Credits
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BASF Share

XETRA: EUR79.96 

04/07/14 - 10:14 AM CEST

Quotes by Investis Fife

» **Stock Chart**
» **Investis Fife**

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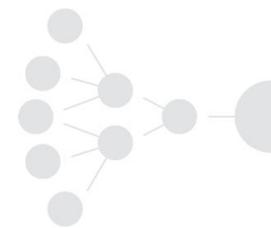
Please enter your search topic here

» **Search**

Related Links

- » BASF Report 2013
- » Financial Key Data
- » Share

Descrizione degli scenari futuri con cui l'azienda dovrà confrontarsi. Il racconto della strategia da implementare deve essere completata dal contesto in cui si sviluppa e da una visione di lungo periodo.





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Media
Lavora con noi

seleziona paese

Punti di Forza di Eni

Strategia

Fattori di Crescita

Outlook

Fattori di Sensitivita'

Gestione dei Rischi d'Impresa

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Principali dati finanziari, economici e operativi

Debito e Credit Rating

Investor Tools

Investor Faq

Contatti

Homepage > Investor Relations > Strategia

Strategia di Crescita

Eni conferma la propria strategia di crescita e di creazione di valore sostenibile di lungo termine per gli azionisti, la cui attuazione si basa sulle linee guida:



- investire nella crescita del business selezionando i progetti;
- mantenere una solida struttura finanziaria;
- perseguire l'efficienza operativa e nell'impiego del capitale;
- gestire i principali rischi aziendali;
- utilizzare la leva della ricerca e dell'innovazione;
- improntare la gestione del business ai più elevati valori e principi etici;
- confermare e consolidare la sostenibilità del modello di business.

STRATEGIE E OBIETTIVI DI BUSINESS

OBIETTIVI

ERP

G&P

R&M

VERSALIS

STRATEGIA FINANZIARIA

Obiettivi dichiarati al mercato

	2012	2013-2016
Exploration & Production		
Produzione	1.701 mln bl/giorno	4% per anno in media, in uno scenario di 90 \$/bbl
Tasso di rimpiazzo delle riserve	147%	< 130% a 90 \$/bbl
Gas & Power		
Vendite gas mondo	95 miliardi di metri cubi	+ 14 milioni di clienti entro il 2016

Condividi

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Link Correlati

2013 results and 2014-2017 strategy

Toolbox

[Glossario](#) +

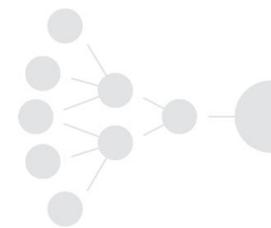
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- Formazione e lavoro



SWEDISH MATCH SWMA 204.20 SEK **-0.9%** Apr 7, 2014 11:13 AM CET Our websites På svenska

Our company Our business Corporate Governance Sustainability **Investors** Media Snus and health Career

INVESTORS

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- Debt market**

- Debt programs
- Outstanding loans
- Credit rating
- Risk management

IR contacts

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Debt market

To manage its financial risks, Swedish Match has a finance policy in place established by the Board of Directors.

As a result of its international operations, Swedish Match is exposed to financial risks. The term "financial risks" refers to fluctuations in Swedish Match's cash flow caused by changes in foreign exchange rates and interest rates, and to risks associated with refinancing and credit. The Group's finance policy comprises a framework of guidelines and rules governing the management of financial risks and finance operations in general.

The central treasury function is responsible for the Group's borrowing, currency and interest rate management and serves as an internal bank for the Group's financial transactions. In addition to ensuring that the Swedish Match Group has secure financing, financial transactions are conducted with the aim of limiting the Group's financial risks. The Group's financial risk management is centralized to capitalize on economies of scale and synergy effects, and to minimize operational risks.

Credit rating

Swedish Match has had a long-term rating from Standard & Poor's since 1997 and Moody's Investor Service since 1999.

> [Credit rating](#)

Outstanding loans

Swedish Match's sources of loans and their maturity profiles as of December 31, 2013.

> [Outstanding loans](#)

CONTACT

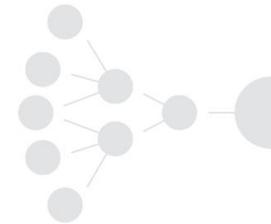
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Senior Vice President Investor Relations and Corporate Sustainability
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Mobile: +46-70-9380173

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ANNUAL REPORTS

Oltre alle esigenze informative dei detentori di Bonds bisogna integrare con tutte le informazioni tipiche del debito e delle politiche di funding dell'Emittente. Al tema sono correlate le problematiche gestionali della gestione del rischio di tasso in particolare.

At glance



SIEMENS

Key figures Q1 2014

provisionary and unaudited, in millions of €, except where noted

	Q1 2014	Q1 2013
Orders – continuing operations	20,838	19,173
Revenue – continuing operations		

Investor Relations

Siemens at a Glance

Siemens Global Website | Deutsch | Contact

Search

Home > Investor Relations > Siemens at a Glance

Siemens at a Glance

Siemens (Berlin and Munich) is a global powerhouse in electrical engineering and electronics. The company has 362,000 employees (as of September 30, 2013) working to develop and manufacture products, design and install complex systems and projects, and tailor a wide range of services for individual requirements.

Map View

The following map provides an overview about Revenue (by location of customer) and Employees (by location of companies) in the different regions.

as of 30th September 2013

View revenues | View employees

Key Figures at a glance

Year of foundation	1847
Segments	<ul style="list-style-type: none">> Energy Sector> Healthcare Sector> Industry Sector> Infrastructure & Cities Sector Cross-Sector Businesses Equity Investments
Employees 2013 (as of September 30, 2013)	Global: 362,000 employees (continuing operations) Germany: 118,000 Outside Germany: 244,000
Listings	Deutsche Börse: 08.03.1899 London Stock Exchange: 21.06.1990 Swiss Exchange: 16.08.1999 New York Stock Exchange: 12.03.2001
Sector	capital goods

Text Size

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- > Overview Siemens at a Glance
- > Acquisitions & Divestments

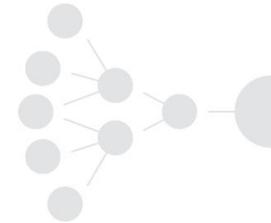
Related Links

- > Our Businesses
- > Our Values, Vision, Strategy
- > Siemens Worldwide – Regional Key Figures

Downloads

- PDF Siemens at a Glance
- PDF Presentation: The Company 2014

E' d'esempio il caso Siemens per riassumere in estrema sintesi gli elementi fondamentali di un business anche complesso. Alcuni dati e info chiave permettono all'investitore di conoscere ad un primo livello l'azienda. La sezione si integra con la proposta del Factsheet.



In English Suomeksi 

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- Investor relations**
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Fortum's IR Policy

Investor Relations basic principles

- Consistent level of adequate and timely information
- Fair disclosure equally to all investors and stakeholders
- Commitment of top management
- Openness
- Service mindedness

The key objectives and tasks of the Investor Relations function

It is in the interest of Fortum as a publicly listed company to effectively communicate with the financial community and other stakeholders in order to achieve the company's securities a fair valuation and increase the shareholder value.

The key task of Investor Relations is to provide correct, adequate and up-to-date information regularly and equally to all market participants. By doing this, Investor Relations will aim at minimizing the investor's risk and reducing the share's volatility

Roles and responsibilities

Fortum's Chief Executive Officer (CEO), Chief Financial Officer (CFO) and the Investor Relations Officer (IRO) are responsible for Fortum's investor relations activities. All IR activities are coordinated by the Investor Relations function and all inquiries should be addressed to it.

Silent period

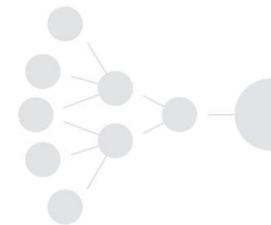
The company voluntarily applies a "silent period" before announcing earnings, during which time it will not comment on the company's business prospect for the current or previous, non-disclosed quarter. The silent period starts 30 days prior to the date of the earnings announcement.

[Send link to a friend](#) 5/10/2011

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Bilanci On Line



La pratica di trasformazione della reportistica annuale da una versione statica in pdf a un sito dedicato è oggi largamente diffusa nelle strategie digitali della comunicazione aziendale.

Rispetto al suo corrispettivo cartaceo, un Online Annual Report può raggiungere un pubblico più vasto e internazionale





SMASH THE
SILOS

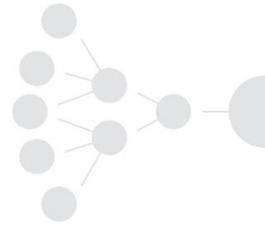






**TELL
US
STORIES**

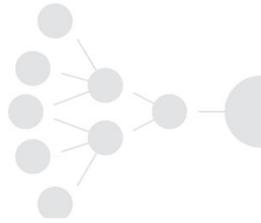
L'interlocutore



- L'investitore non si dedica solo alla sezione investor
 - L' IR cura che l'investitore trovi sul sito tutto ciò che interessa, in modo trasversale
- Disgiungere la conoscenza dell'interlocutore dalla proprietà dei contenuti



Architettura logica



Storie

Gruppo

Attività

I.R.

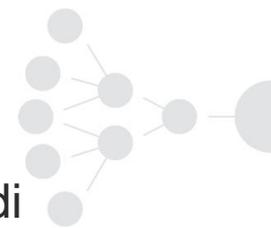
Corp.
Gov.

Sost.

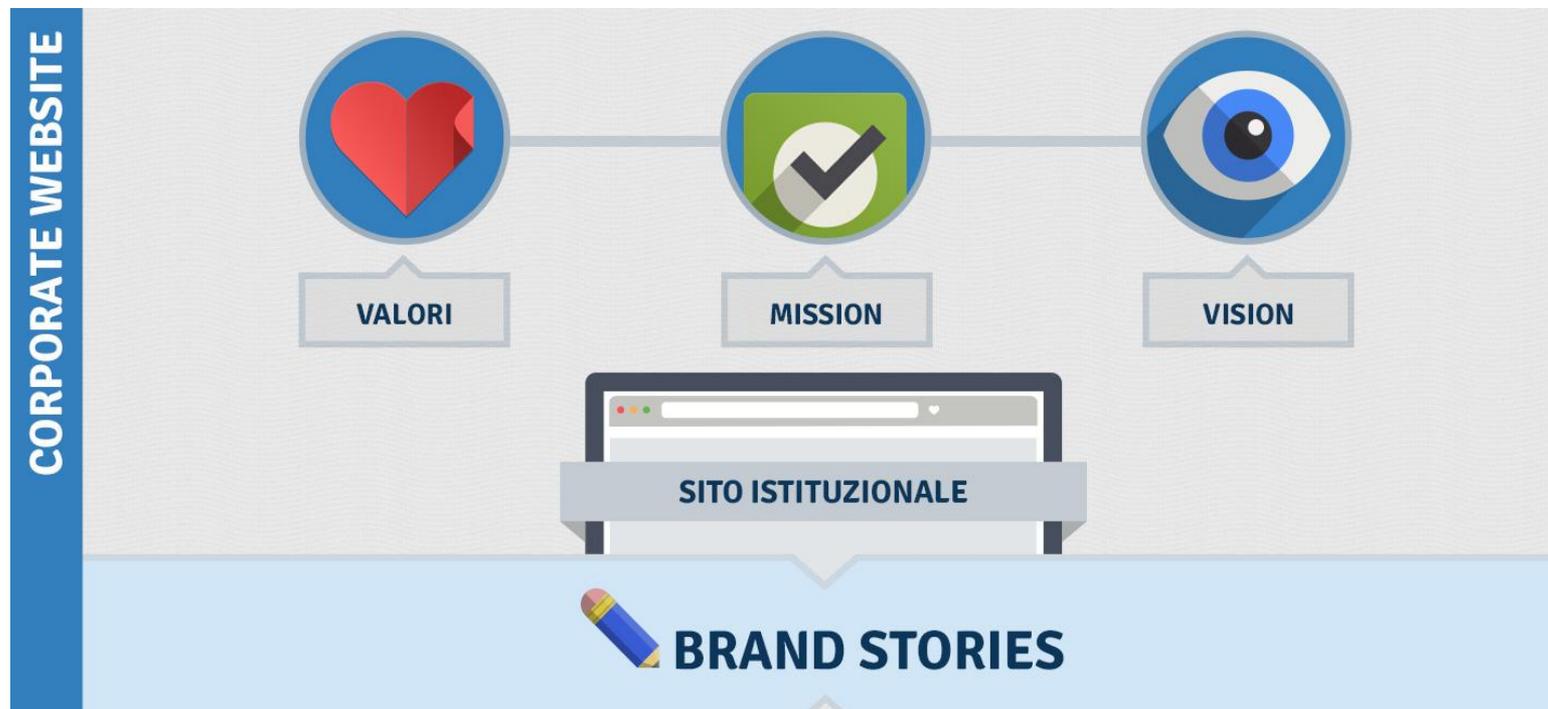
Media

Carriere

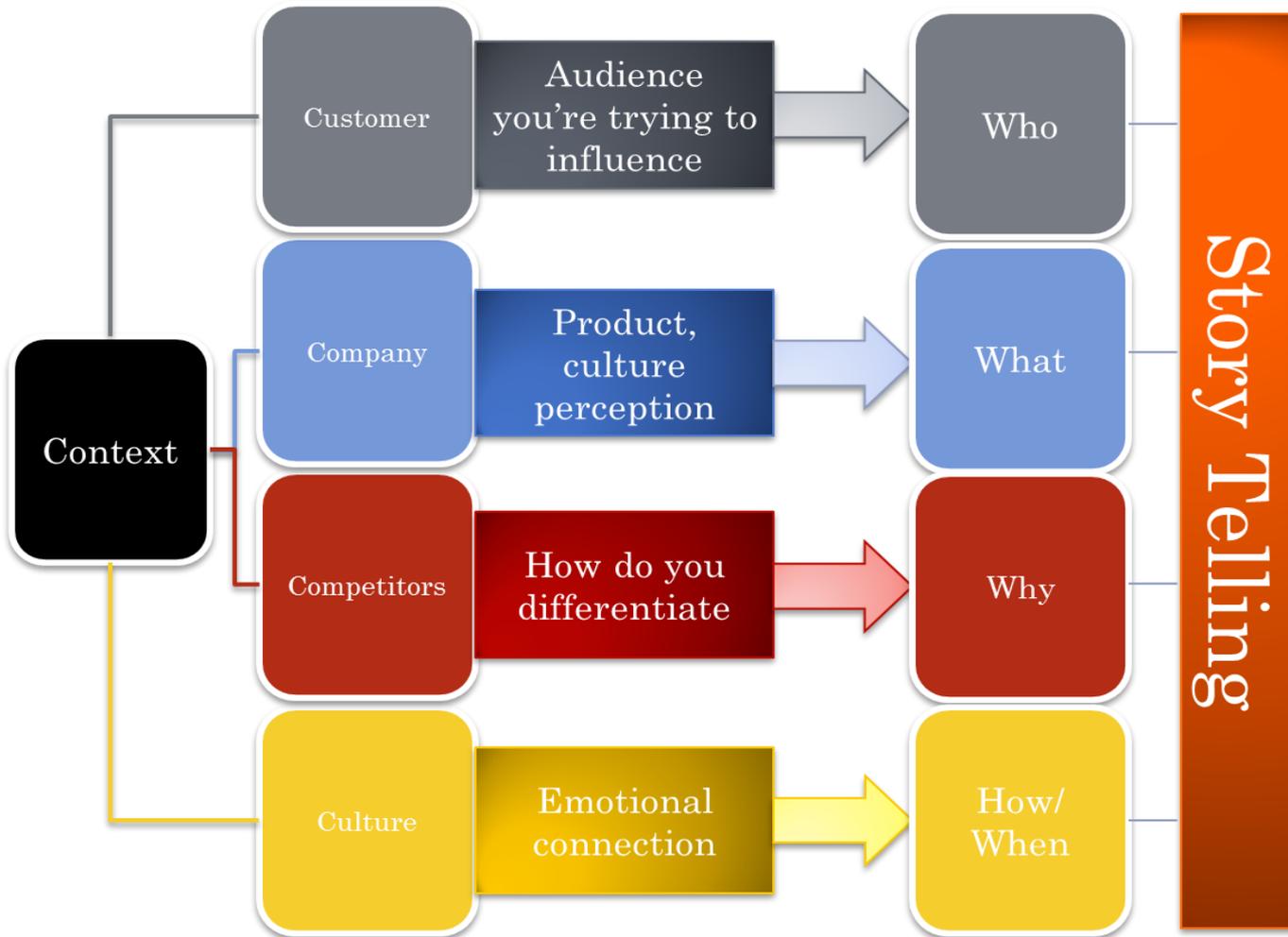
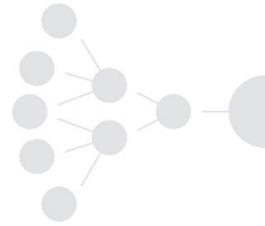
Identità - contenuti



Lo **Storytelling** è funzionale a raccontare in maniera coinvolgente le storie di un'azienda, facendone trapelare i **valori**, la centralità delle **persone** e il **business**.



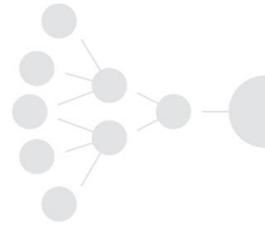
Storytelling



Regole auree:

1. Emozionare
2. Coinvolgere
3. Persuadere
4. Distinguersi

Storytelling



theguardian

Firestorm

The photograph of the Holmes family hiding from a violent bushfire in Tasmania was shared around the world. But what became of them? In a unique multimedia project, the family speak exclusively to the Guardian about the day their community was devastated, and the new breed of bushfire that is impossible to fight.

Back to Guardian

Firestorm

CHAPTER 1
Distant smoke

Chapter 1
Distant smoke

Chapter 2
Highway chase

Chapter 3
Inferno

Chapter 4
The Jetty

Chapter 5
Ruins

Chapter 6
Living with fire

Credits

BUY THE E-BOOK

Share

Scroll down to continue

Corporate storytelling

Lo storytelling può raccontare le strategie di un'azienda attraverso dei percorsi logici, ipertestuali e multimediali, con l'obiettivo di dare all'utente una visione «narrativa» completa del proprio approccio.

Strategy

Our Approach

As the world's most international brewer we have a responsibility to make things better - now, and for generations to come. Find out about our approach to sustainability here.

[Explore](#)

Brewing a Better Future



Our Value Chain

We're using our global scale throughout our value chain; from crop to consumer, barley to bar. Read more about our complete coverage here.

[Explore](#)

Our Business Priorities

We recognise sustainability as an integral part of our strategy alongside our other commercial and business imperatives. Learn about our business priorities here.

[Explore](#)



Explore further



Our Focus Areas

Our sustainability strategy focuses on the four key areas where we can make the biggest difference. Find out more about them here. [▶](#)



Our Policies

Our policies form the basis of our way of working and support us towards our ambition to be The World's Greenest Brewer. [▶](#)



Reporting

We publish global and local reports annually. You can find and download them here. [▶](#)



Business Conduct

To maintain our excellent reputation it is essential that the way we conduct our business reflects our values. Read about our Code of Conduct, which guides our behaviour, here. [▶](#)

Corporate storytelling

Più comunemente la narrazione dei propri valori è demandata alle testimonianze o alla voce dei protagonisti coinvolti.

Unilever projectSunlight

069,493,302 ACTS OF SUNLIGHT

I'M IN JOIN PROJECT SUNLIGHT

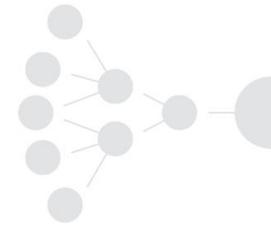
HOW DOES YOUR CHILD INSPIRE YOU TO CHANGE?

WE BELIEVE WE CAN CREATE A BRIGHTER FUTURE FOR OUR CHILDREN. SEE THE POSSIBILITIES AND GET INVOLVED.

Show All

Basil MAGNUM HELLMANN'S

Corporate Storytelling



In alcuni casi lo storytelling può coinvolgere un'intera redazione di giornalisti e redattori, focalizzati sul compito di narrare gli aspetti chiave dell'azienda.

LUXOTTICA

#EXPLORE

OUR PEOPLE

COMPANY

EYEWEAR BRANDS

RETAIL BRANDS

OneSight

SHORTCUTS

INVESTORS

GOVERNANCE

CAREERS

MEDIA CENTER

CONTACTS

FOLLOW US

Twitter Facebook LinkedIn Instagram

NOTICE ON DIVIDENDS PRIVACY LEGAL SITEMAP

SDI-RNIS CREDITS

2014 LUXOTTICA GROUP
IVA 10192640150

FILTER BY SECTION

OUR PEOPLE COMPANY EYEWEAR BRANDS RETAIL BRANDS OneSight

FILTER BY CATEGORIES

ALL INNOVATION VOICES & FACES CRAFTSMANSHIP HAPPENINGS BUSINESS

SEARCH BY TEXT OR HASHTAG BRANDS GEOGRAPHY SORT BY

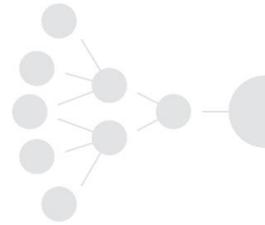
APPLY RESET

PEOPLE

"The importance of feeling appreciated for our work"

Mishka Brash, "the importance of feeling appreciated for our work"

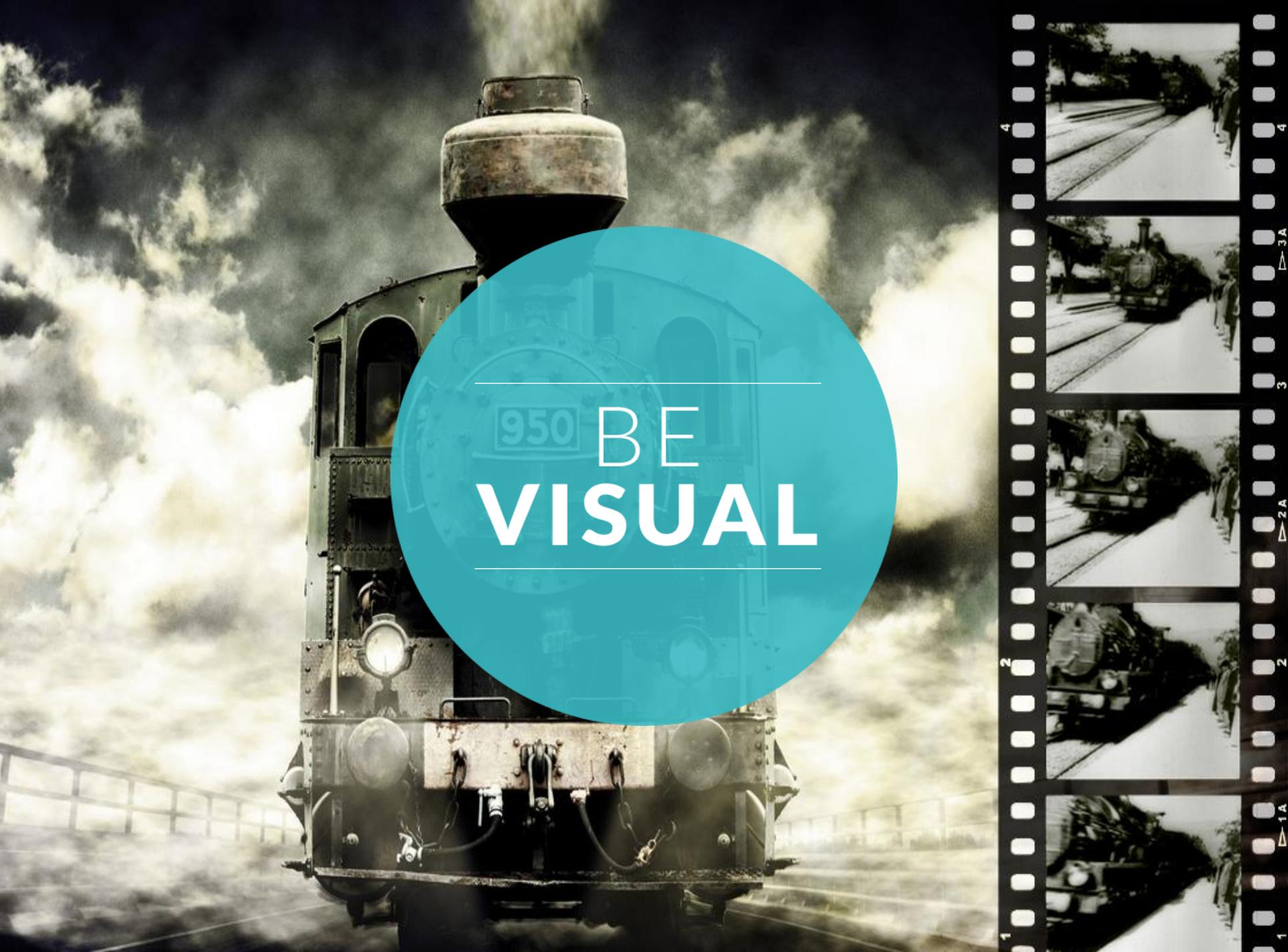
Corporate Storytelling



Paradigmi
insoliti possono
aiutare nella
spiegazione di
concetti
altrimenti
complessi







BE
VISUAL



Brand Storytelling



Non si tratta sempre di professionisti, nel caso del brand l'esperienza del prodotto viene raccontata dalla viva voce dei propri utilizzatori.

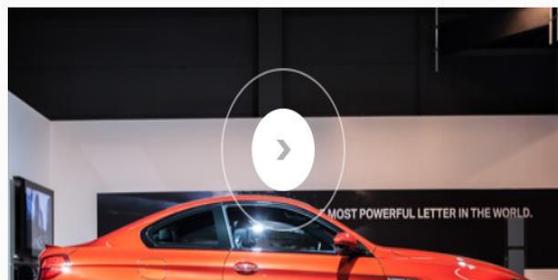


Road Stories

BY MICHELIN

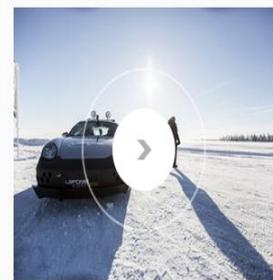
TRUE STORIES OF PEOPLE WITH A DRIVING PASSION

All Themes Locations



BMW M3: AN OWNER'S DREAM, FROM ROAD TO TRACK

Rob has travelled from England to experience the BMW driver training centre near Munich. For him, the M3 is a driver-focused car begging to be driven. He's not disappointed.



SILVERSTONE ON ICE



MICHELIN PERFORMANCE

For many years, we've worked in close partnership with the world's leading motorsport teams.



Ansaldo STS



PRIVATE



Ansaldo STS

A Finmeccanica Company

01:50

HD

Video player interface with playback controls and a red curved line across the screen.



2

MILLION HOURS

Spent on our Web Sites Every Day

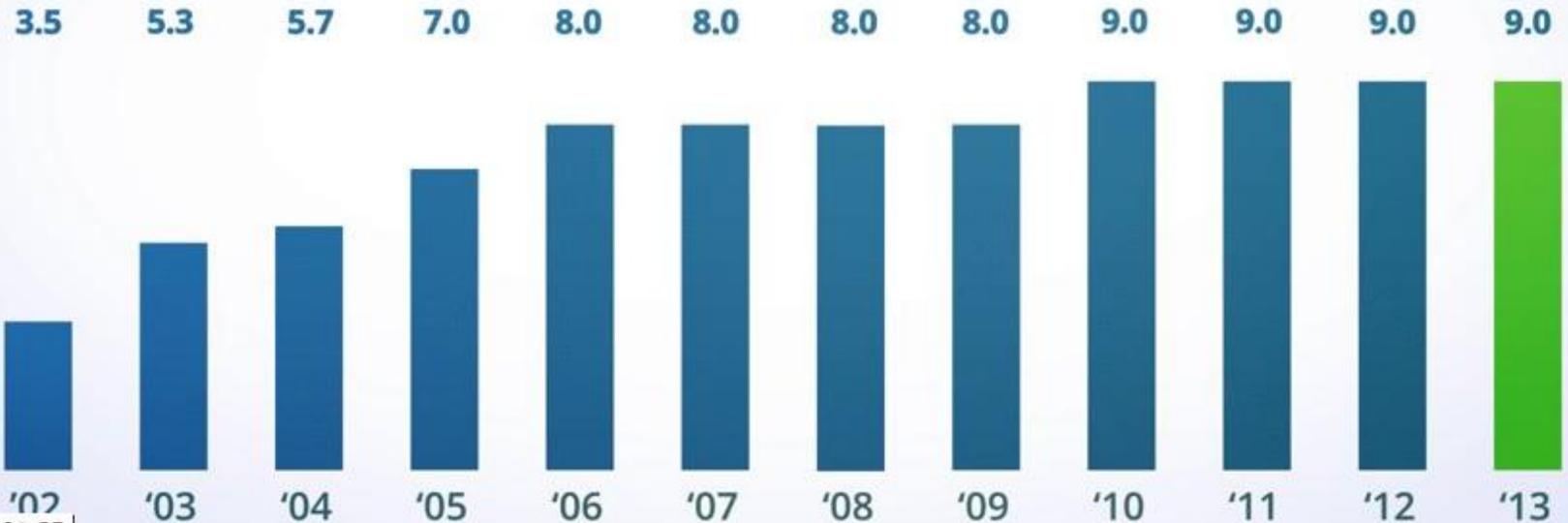


DPS
cent €

DIVIDEND YIELD % ON A 1.85€

5.5%

CAGR +9%



01:37

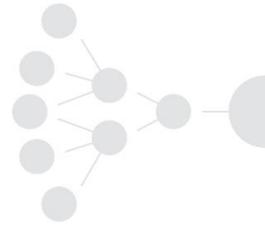
HD



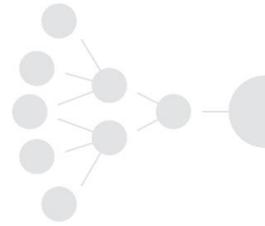


BE
MOBILE!

2007 - IPHONE

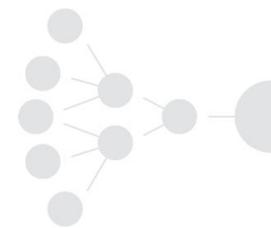


2010 - IPAD

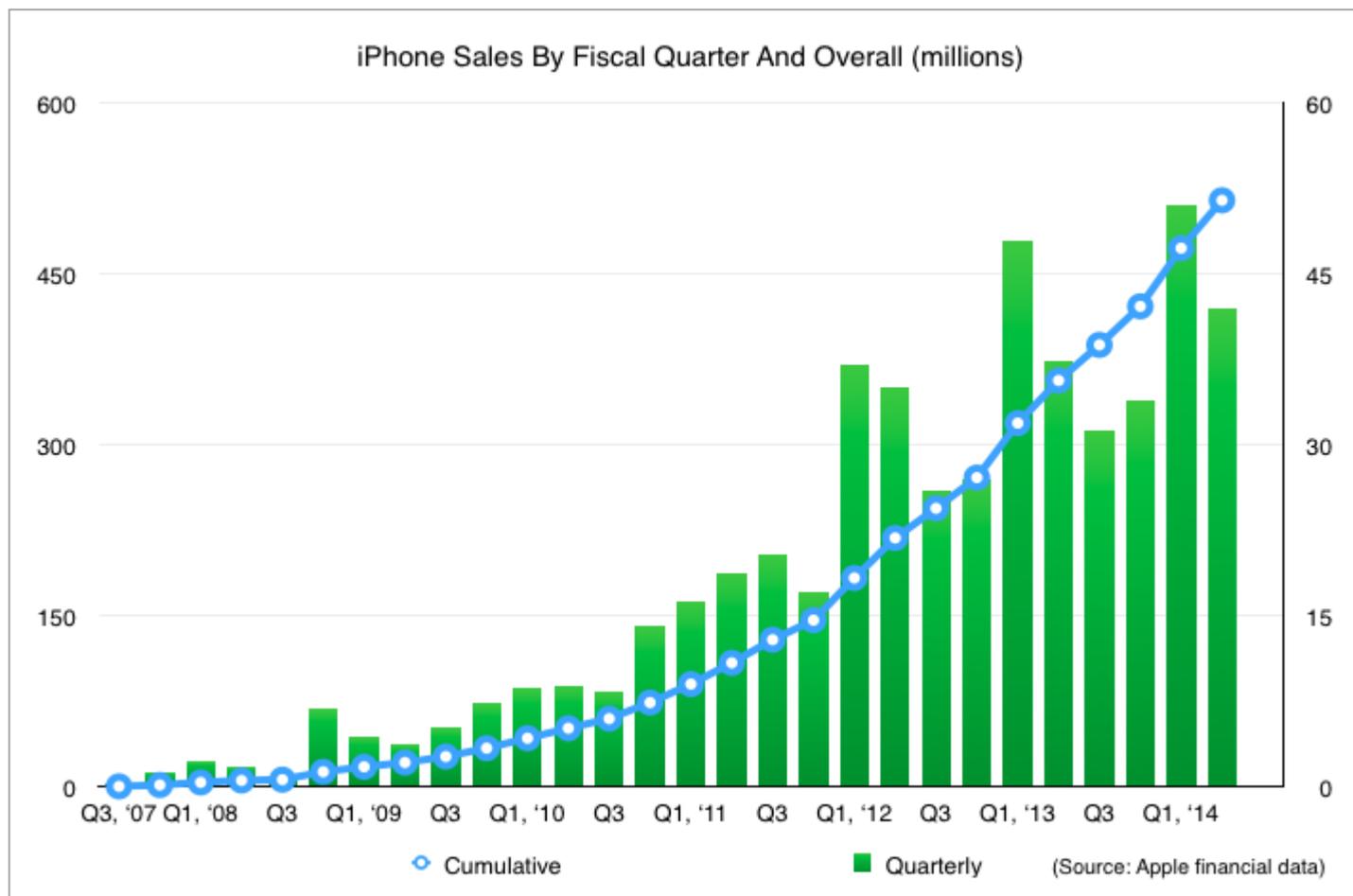


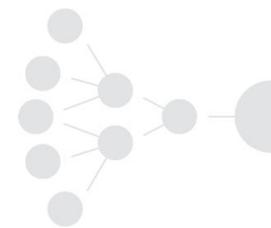
iPad is here.



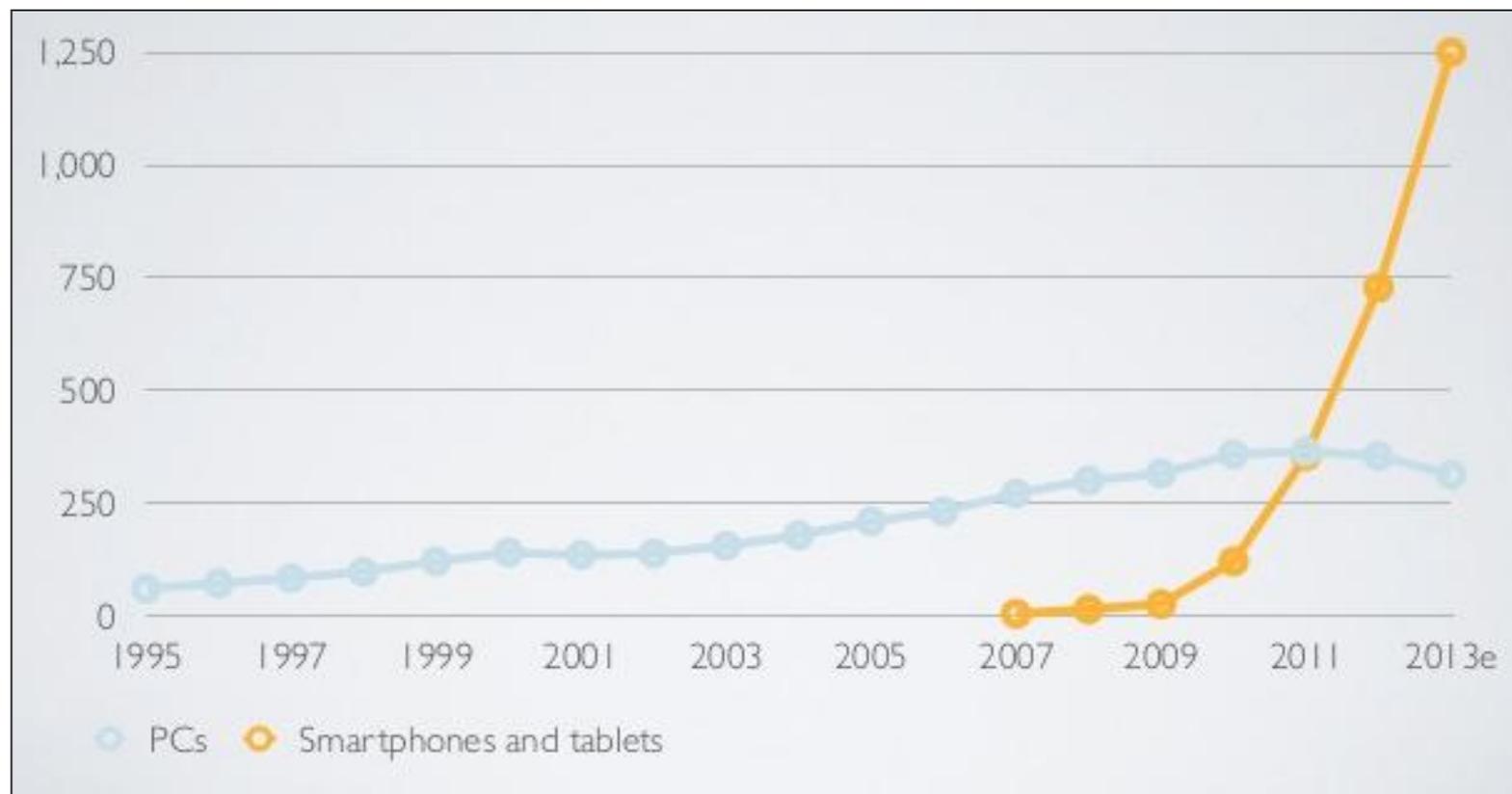


IPHONE – VENDITE (MILIONI)

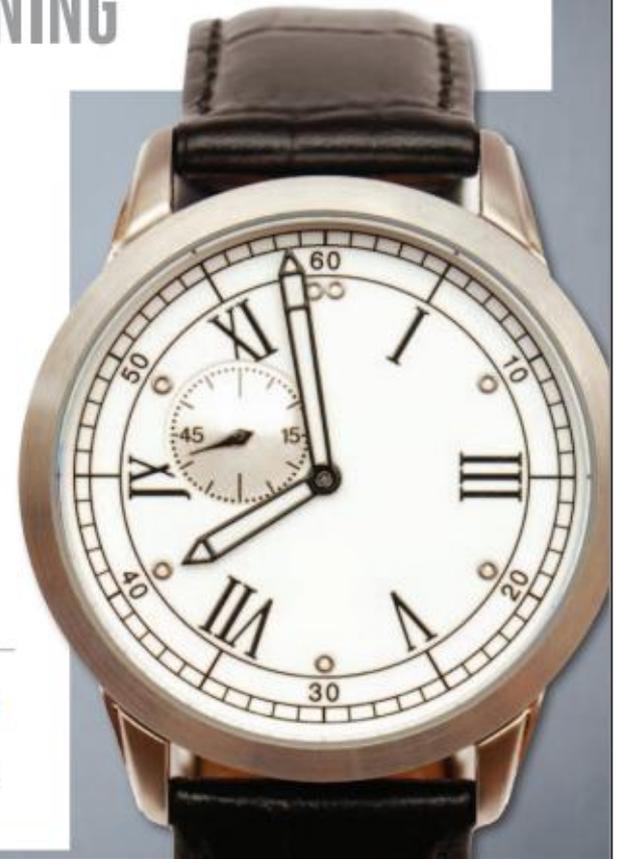
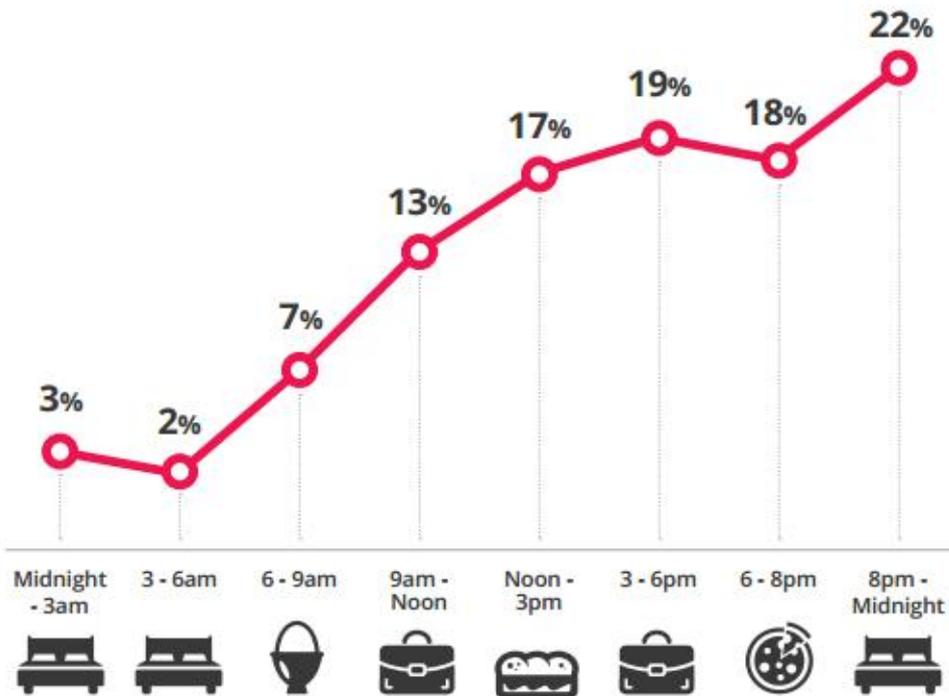


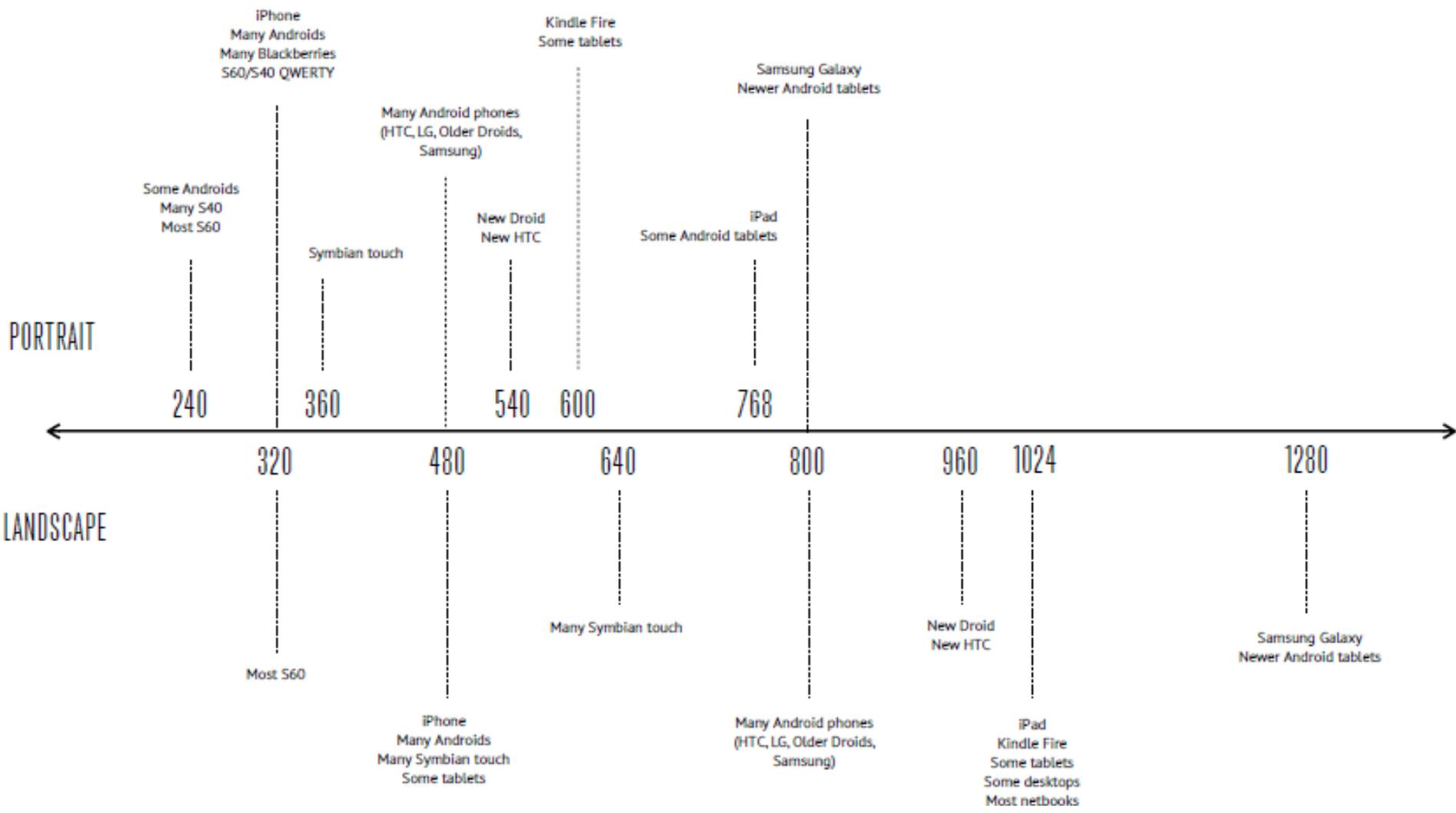


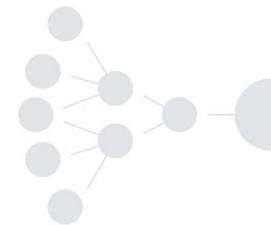
L'ESPLOSIONE DEL MOBILE (MILIONI)



THE MAJORITY OF MOBILE SEARCHES OCCUR IN THE AFTERNOON AND EVENING







LO SCENARIO

Mobile

Web

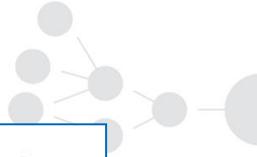
App

Responsive
Design

Dynamic
Serving

Sito
Dedicato

WEB MOBILE - RESPONSIVE



GRUPPO
CAMPARI

ENG AAA CALENDARIO ARCHIVIO GENERALE CONTATTI

Search box

IL GRUPPO I MARCHI INVESTOR GOVERNANCE MEDIA CAREERS

SCROLL FOR MORE

IL GRUPPO

Gruppo Campari, fondato nel 1860, è un'azienda leader nell'industria globale del beverage di marca, con un portafoglio di oltre 50 marchi premium e super premium che si estende dal core business degli *spirit* a

Gruppo Campari Corporate Video [Italiano]

<http://www.camparigroup.com>

WEB MOBILE - RESPONSIVE





WEB MOBILE - RESPONSIVE

PRO

1. Una sola URL
2. Un solo sito da mantenere
3. Crawling più efficiente
4. Nessun redirect

CONTRO

1. Più complessità in fase di design
2. Ridotta personalizzazione dell'esperienza mobile
3. Banda utilizzata maggiore, identica alla versione desktop

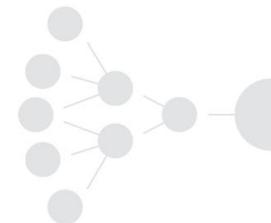
CNN – DYNAMIC SERVING



The screenshot shows the CNN International website interface. At the top, there's a red navigation bar with the CNN logo, edition selection (INTERNATIONAL, U.S., MEXICO, ARABIC), and a search bar. Below the navigation bar, there are category tabs: Home, Video, World, U.S., Africa, Asia, Europe, Latin America, Middle East, Business, World Sport, Entertainment, Tech, and Travel. The main content area features several news stories and program promotions. On the left, a story titled 'Revealed: Tantalizing clue from MH370 co-pilot's phone' is highlighted. In the center, there's an 'OPINION' section with the headline 'Is the world tough enough on Putin?' and a 'TRAVEL FOR DUMMIES' section with the headline 'Don't threaten airline, and other mistakes'. On the right, there's a promotion for the 'Amanpour' program and a 'Featured TV' section for 'CONNECT THE WORLD WITH BECKY ANDERSON'. The bottom of the page includes a 'TV Programs' dropdown menu and a 'Full Schedule' link.

The screenshot shows the CNN International website mobile view. At the top, there's a status bar with signal strength, carrier (vodafone IT), time (00:25), and battery level (47%). Below the status bar, there's a navigation bar with the CNN logo, a search bar, and a 'Weather' button. The main content area features a promotional banner for 'MAKE EVERYBODY'S BUSINESS... YOUR BUSINESS' with a 'JUST CLICK HERE' button. Below the banner, there's a 'Latest News' section with the text 'updated 21:53 GMT 04.14.14'. The main news story is titled 'Official: MH370 co-pilot had cell phone on' and includes a sub-headline 'Frum: In Ukraine, U.S. green light to Putin?'. The image shows a yellow inflatable boat being hoisted by a crane on a ship's deck.

<http://edition.cnn.com>



WEB MOBILE - DYNAMIC SERVING

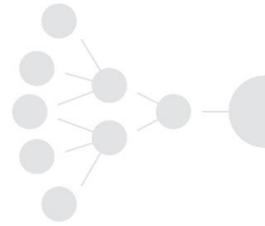
PRO

1. Una sola URL
2. Maggiore personalizzazione dell'esperienza mobile
3. Un solo sito da mantenere

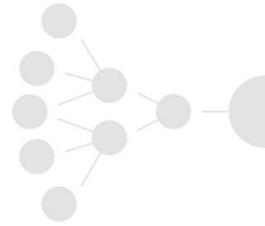
CONTRO

1. E' necessario modificare gli headers HTTP
2. Doppio lavoro per il crawler
3. Difficoltà nel riconoscimento dello user agent (device)

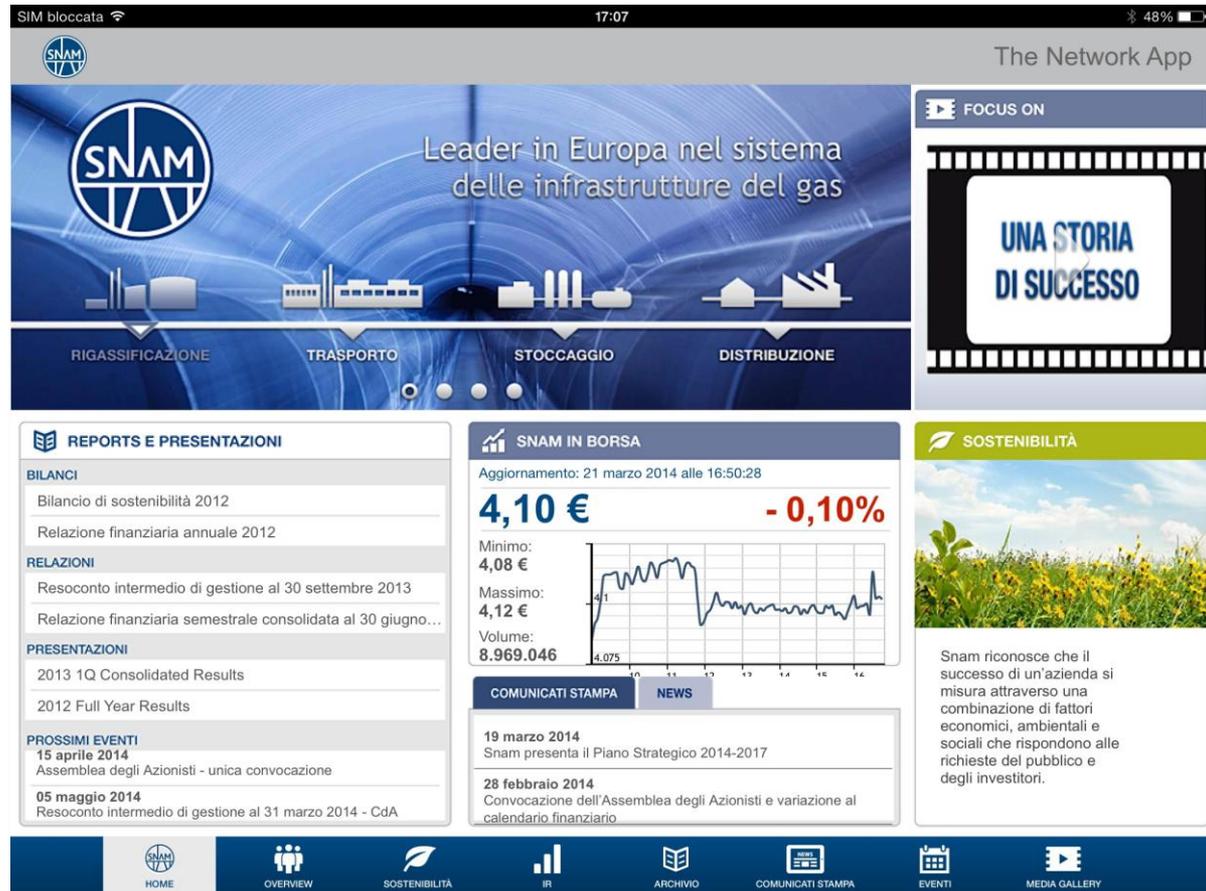
MOBILE APP



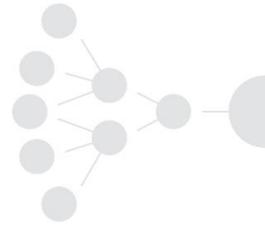
Corporate App



Un canale **diretto** di comunicazione per investitori e giornalisti – funzionalità esclusive – in mobilità e ovunque – **always on** – grande impatto di immagine – strumento operativo per presentazioni e incontri.



Corporate, Investor o Annual Reports App?

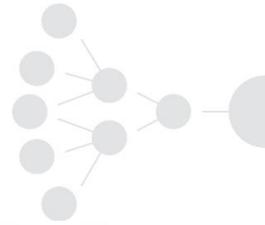


E' possibile ricondurre l'universo delle Apps delle società a 3 tipologie fondamentali

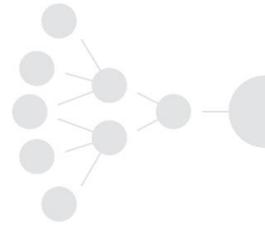
TIPO	Descrizione	Targets
CORPORATE APP	Applicazione a tutto tondo. Ampia visione di contenuti e informazioni istituzionali	Tutti gli stakeholders
INVESTOR APP	Applicazione con taglio tipicamente finanziario. Presenti i contenuti tipici della sezione Investor Relations	Financial Stakeholders
ANNUAL REPORT APP	Versione Ipad del bilancio	Financial & internal * Stakeholders

•Un esempio di utilizzo interno può essere osservato in occasione degli incontro one-to –one

Corporate Digital Ecosystem



Corporate Digital Ecosystem



PRO

1. Presidio di tutti i canali
2. Attenzione all'intero target
3. Diversi livelli di sintesi
4. Brand reputation positiva

CONTRO

1. Coordinamento di tutti i canali
2. Rischio di disomogeneità dei contenuti
3. Budget



The image features a vibrant green background with a bokeh effect. In the center, a dark brown circle contains the text "BE SOCIAL?". To the left of the circle, a snail with an orange and brown striped shell is positioned on a large green leaf. To the right, a chameleon with orange and brown textured skin is perched on another green leaf, its tail curled into a spiral. The overall composition is symmetrical and visually appealing.

BE
SOCIAL?

Social è bello, ma non sufficiente



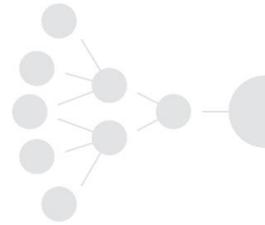
La presenza sui social non è sufficiente per migliorare la propria brand reputation, deve essere parte di un piano strategico di comunicazione integrata.

Diversi gli obiettivi che le aziende possono raggiungere:

1. A livello di **brand**: Brand awareness, Employer branding
2. A livello di **business**: CRM, vendite, visibilità
3. A livello di **reputazione**: autorevolezza, affidabilità, etc.

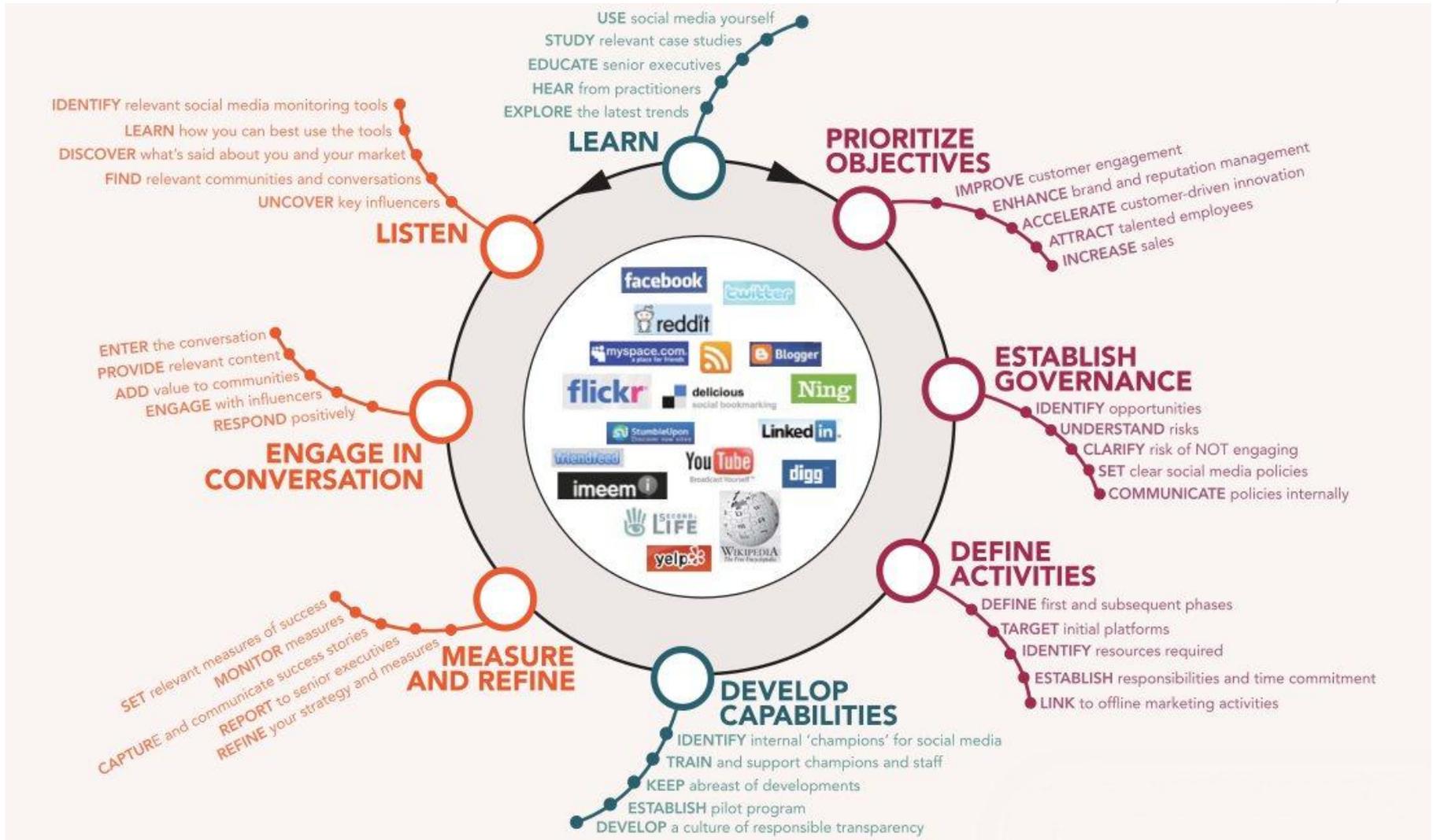


Livelli di approccio



Le fasi di definizione della strategia digitale di un Gruppo possono rappresentare anche le fasi di un percorso progressivo che si sviluppa gradualmente nel tempo

Social Media Strategy

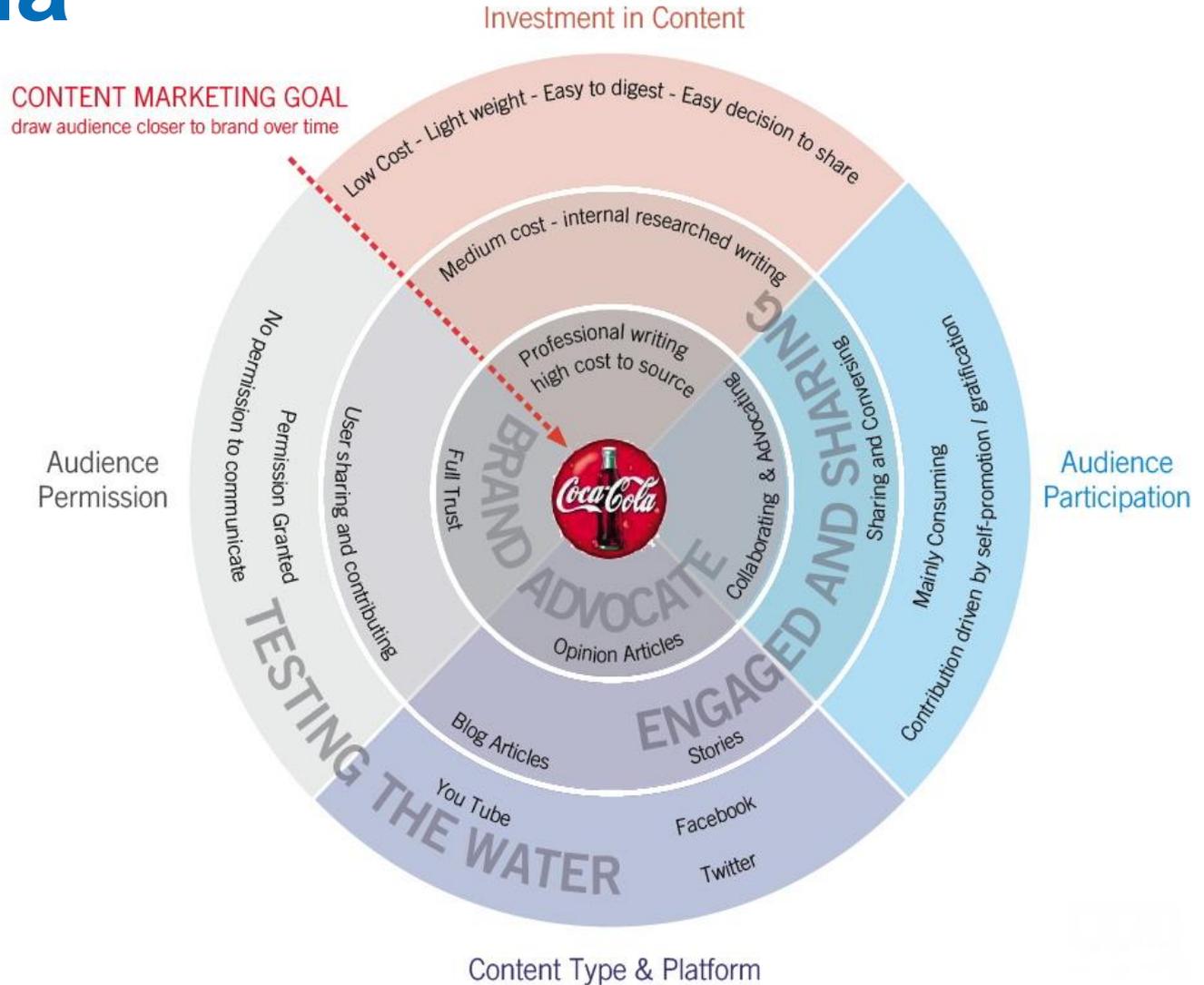


Coca Cola

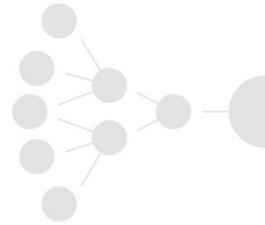


Una strategia
 valoriale e di
 contenuto accurata
 e veicolata in
 maniera circolare:

- Sito web e storytelling
- Canali social
- Articoli blog

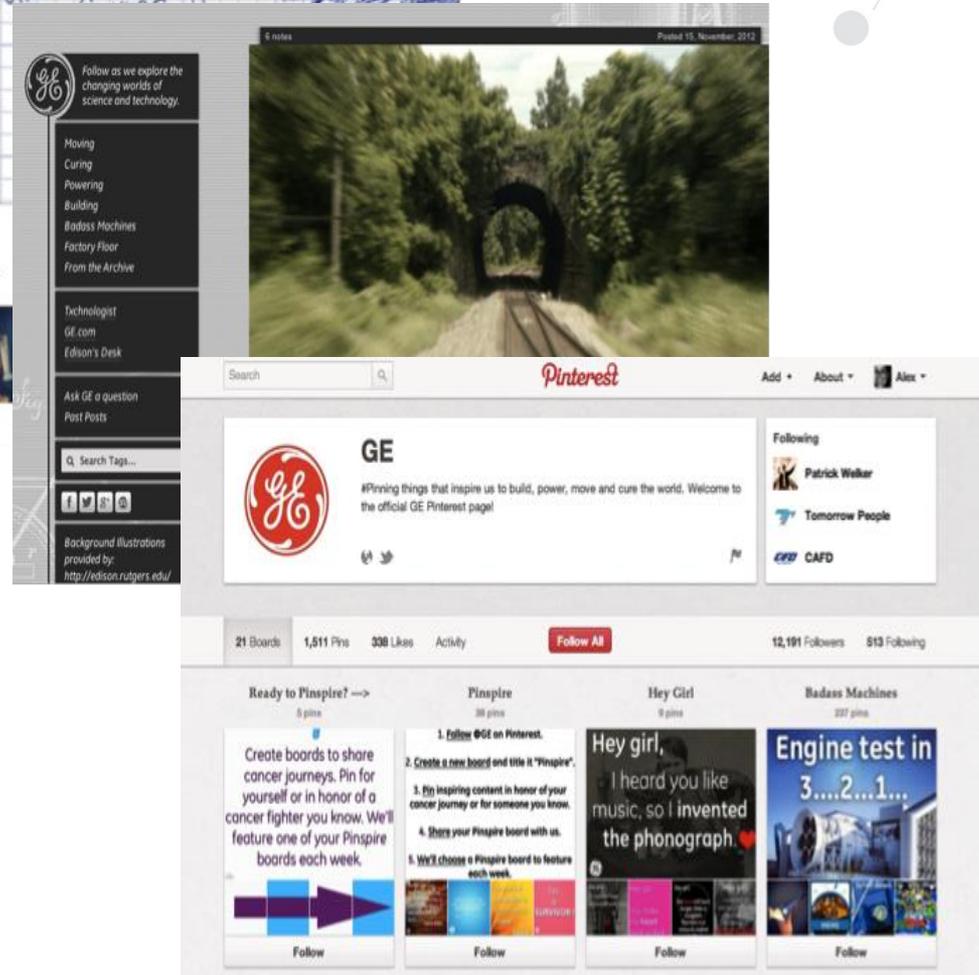


GE

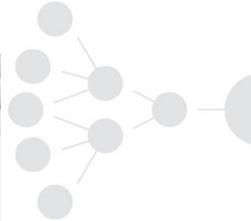
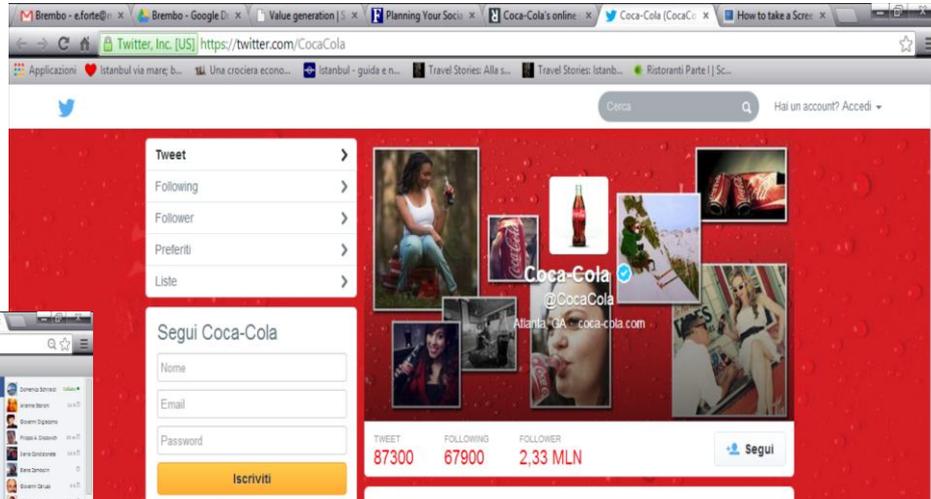


Content strategy basata sul concetto di **innovazione** e storytelling. Ogni canale viene sfruttato al meglio in base alle peculiarità:

- Infografiche su facebook
- Pinterest diventa una bacheca di ispirazione con immagini evocative
- Tumblr diventa il luogo del «fare innovazione»



Coca Cola



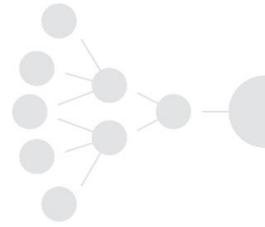
Heineken

Heineken inizia nel 2013 una campagna di comunicazione social orientata al target mobile.

Si tratta di iniziative di marketing in real time e di concorsi a premi (ed. caccia al tesoro su Instagram)



Content Strategy Milestones



**NO
PDF**

**STOP
CUT AND
PASTE**

**BE
SHORT**

**SMASH THE
SILOS**

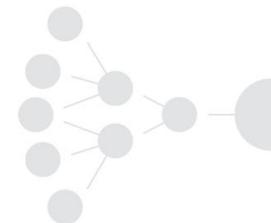
**TELL
US
STORIES**

**BE
VISUAL**

**BE
MOBILE!**

**BE
SOCIAL?**

Contatti



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