



Fedrigoni

A legacy of special moments

Agenda

- Legacy concept
- Awareness
- Transparency
- Future orientation
- Conclusion
- References

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Legacy concept

Legacy: “Any achievement handed down from the past or from a predecessor, that continues existing after his death”

Goals: Emphasize paper as a sustainable solution in our past, present and future

Highlight the *reliability, dependability* and *importance* in environmental aspects

“Great ideas start on a Note block. The World is updated through Newspapers. Love is professed in Love Letters. Justice is rendered, Rights guaranteed, and Freedom is declared on Paper”

Fedrigoni Legacy

03

Awareness

Increase consciousness about
Brand and Paper
Sustainability

Transparency

Provide deep Insight into
company and paper
world

Future orientation

Efforts for a better future

Target Audience:

Universal Concept (Advertising Video)

Selected Channels



Awareness

People have bad information about
paper → **deforestation**

Environmental challenges are receiving a growing level of public, private and governmental attention.

So the goal of the campaign is to emphasize the true positive aspects of paper that is 100% recyclable product.

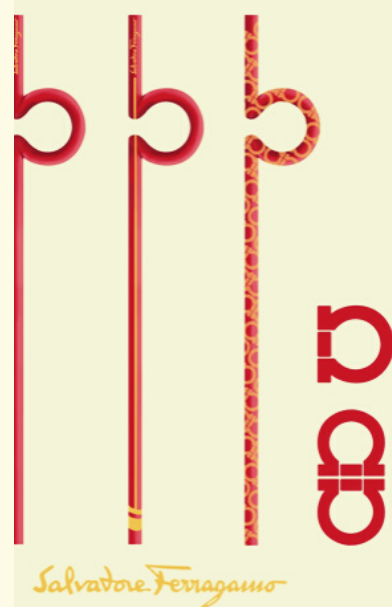


Pre Design Week



- Website
- Sunglasses collection with Valentino
- Collaboration with influencers
- #pickitup
- Press release

Design Week



- Installation with QR codes
- Workshops in the booths
- Straws collection with Valentino and Salvatore Ferragamo

Benefits



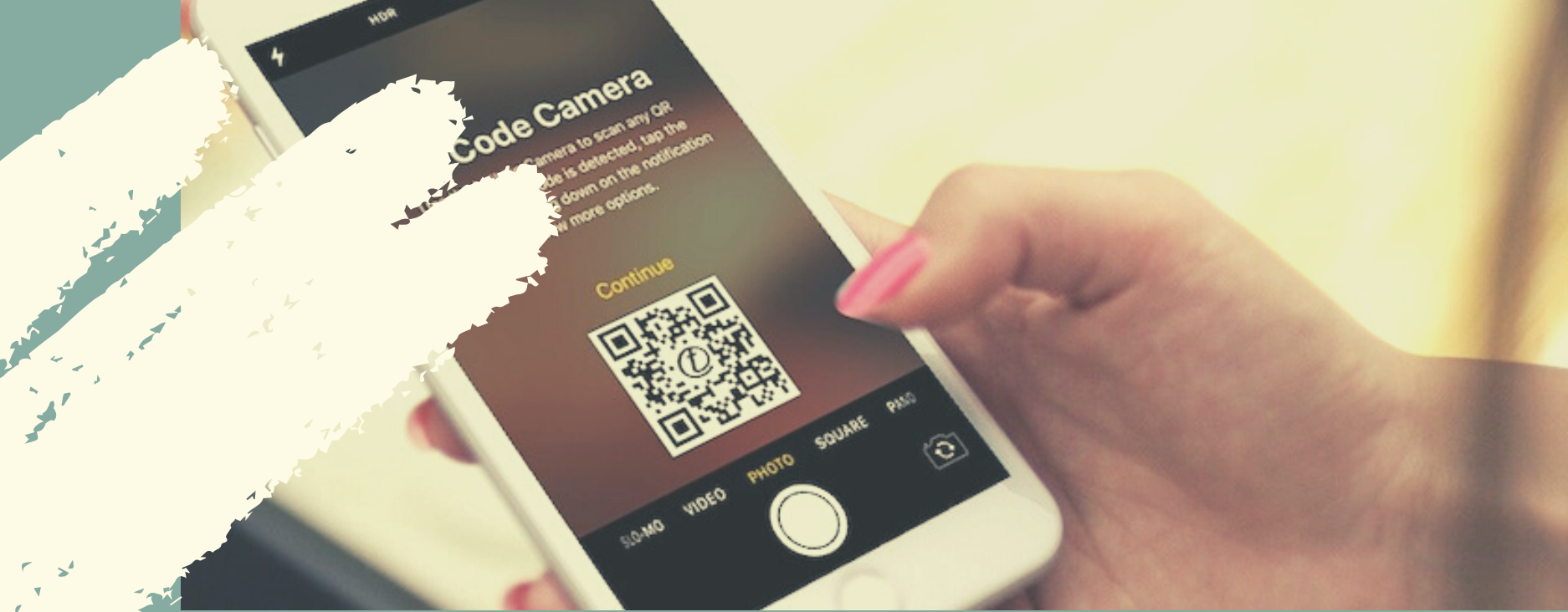
- Brand awareness → Word of mouth by social media and an effective online strategy
- Spread the environmental benefits of paper
- Increase visibility in the luxury word

Transparency

Increased **awareness** of surroundings because of the rise of technology and social media and **high expectations** of a positive impact on society/environment by companies

Lack of trust, bad perception of paper industry, unsuccessful communication to change perception

Build trust → create transparency



ACTIONS

- **Blockchain** in a paper supply chain: traceability system → quality information, transparency, safety, and security (process of a tree to a single sheet of paper)
- Unique **QR codes**
- **4 gradations:** practical, storytelling, customization, linkage to events



BENEFITS

- Brand **awareness** → positive impact on profitability & perception
- **Customer relationship** building
- Mobile and Digital connection

Future orientation

Legacy - Efforts for a better Future

“Create, implement and successfully communicate actions that increase consciousness”

Actions:

Incubator Partnership

- Create R&D Contest with Como Next

Educational Projects

- Collaboration with Secondary Schools and Universities

Benefits:

- Direct Access to innovative Paper technology
- Better Brand Reputation
- Co-creation

Actions & benefits



Timeline¹⁰

SEPT-DEC
2019

- 1) Press release
- 2) Legacy ad
- 3) Production of luxury gadgets
- 4) First elaboration of Incubator Partnership
- 5) Website
- 6) Educational projects

JAN-APRIL
2020

- 1) Preparation of Design Week
- 2) Influencer marketing
- 3) Launch of Legacy ad
- 4) #pickitup movement

APRIL
2020

- DESIGN WEEK**
- Workshop
- Installation
- Straws delivery

JUNE
2020

Social media
initiatives

CONCLUSION

Through the concept of legacy we have the possibility to increase awareness, transparency and the future orientation of the brand, topics that nowadays are fundamental

Thank you for the
attention





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