

BENVENUTI

A thick, horizontal yellow brushstroke with a slightly irregular, hand-painted appearance, extending across the width of the slide below the title.

IN ONE YEAR
THE WORLD
HAS CHANGED



WHAT ABOUT US?



**BRAND
IDEA**

CREATIVE
POSITIONING



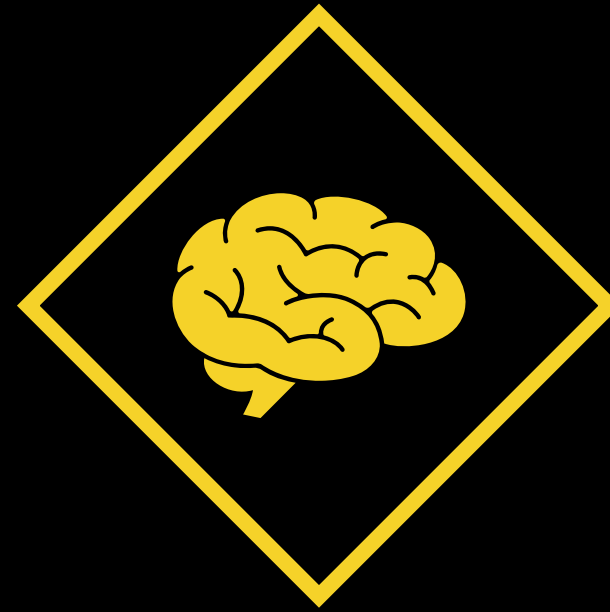
**BRAND
CRAFTING**

COMMUNICATION
TOOLKIT



BEAUTIFULLY SIMPLE
PURPOSE

THE “WHY”
THAT DEFINES US



**BRAND
IDEA**

CREATIVE
POSITIONING



**BRAND
CRAFTING**

COMMUNICATION
TOOLKIT

M&C SAATCHI GROUP



**WE NAVIGATE, CREATE AND LEAD
MEANINGFUL CHANGE FOR OUR
CLIENTS AND THE WORLD**

**HOW CAN WE CREATE
MEANINGFUL CHANGE
IN 45 MINUTES?**





MASSIMO



LUCIA



ANDREI



STEFANIA



ANDREA



BEAUTIFULLY

SIMPLE

PURPOSE

THE “WHY” THAT DEFINES US

WHY DO WE EXIST?



A BEAUTIFULLY SIMPLE PURPOSE



WHY DO WE EXIST?

**A MEMORABLE SYNTHETIC PHRASE
WHICH EXPRESSES THE OBJECTIVE AND THE SPIRIT
OF THE COMPANY AND REMAINS A SOURCE
OF INSPIRATION AND CLARITY FOR EVERYONE,
GUIDING EVERY SINGLE DAILY ACTION.**

WHY A WHY?

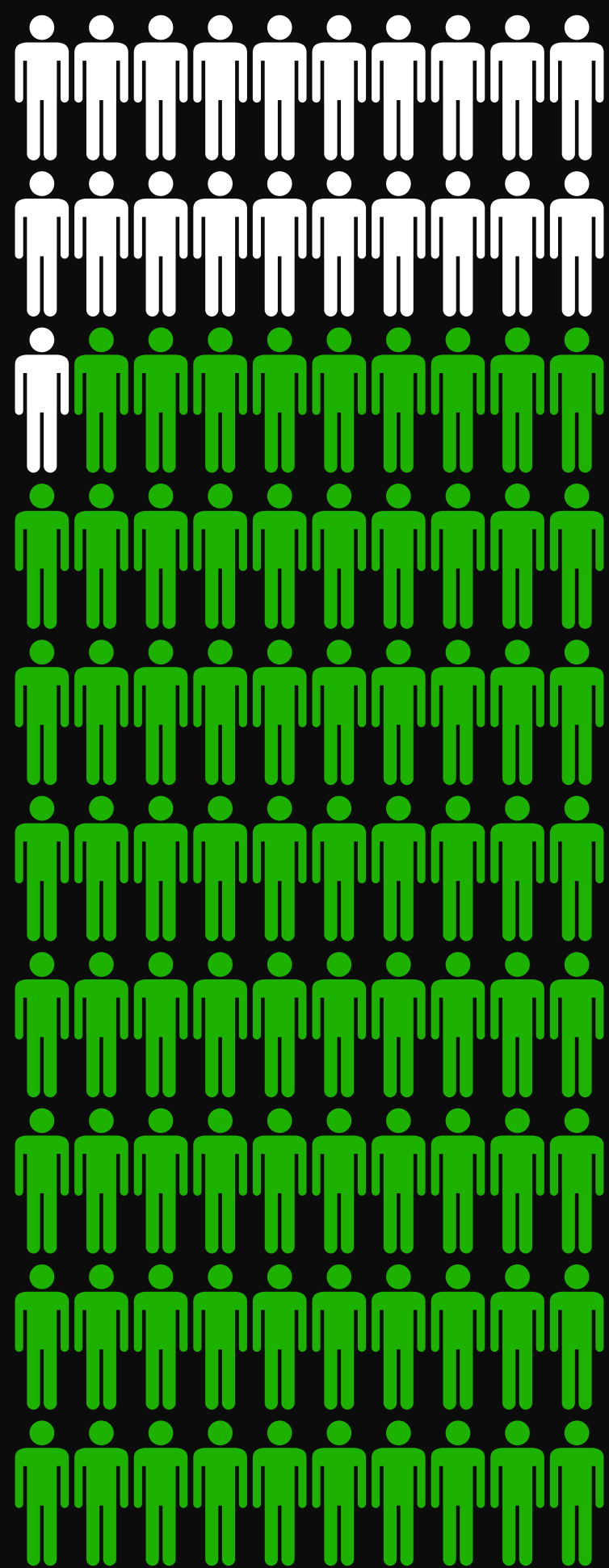




TODAY'S PRIORITY

“CREATING A SENSE OF
ORGANIZATIONAL INCLUSION
IS A GROWING
ORGANIZATIONAL PRIORITY,
WITH ITS SIGNIFICANCE
EXACERBATED BY THE
COVID-19 PANDEMIC”

Source: Deloitte, 2021 Global Marketing Trends



COMPANY CULTURE

79%

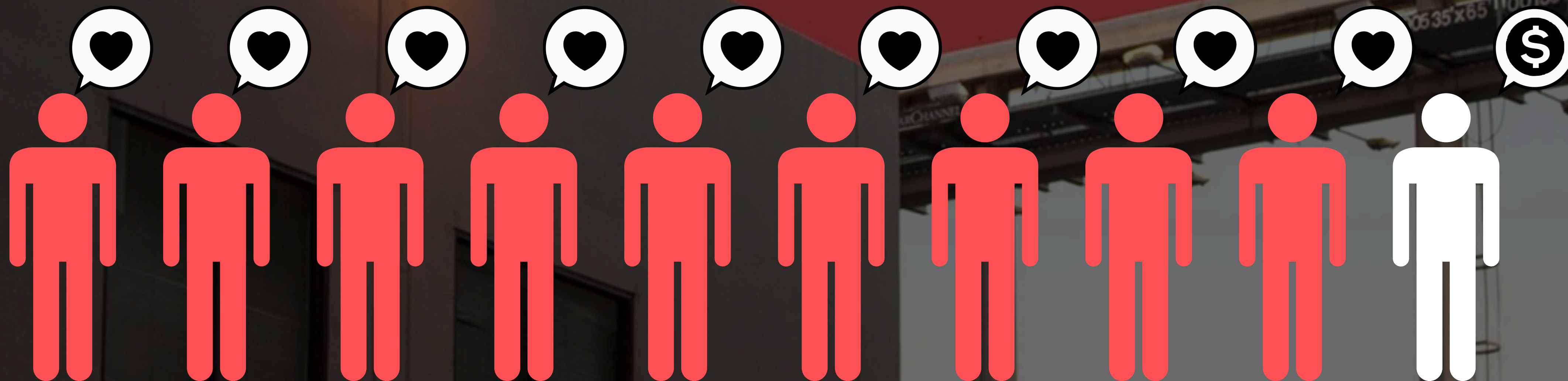
OF PEOPLE CONSIDER COMPANY'S
CULTURE BEFORE APPLYING.

Source: Glassdoor - HR and Recruiting Stats, 2020

9/10

PEOPLE ARE WILLING TO TRADE
A PERCENTAGE OF THEIR
LIFETIME EARNINGS FOR A
GREATER MEANING AT WORK

Source: BetterUp (USA) in HBR, Nov 2018



**WHY DO WE GO TO WORK
BEYOND GETTING PAID?**





HIGH BELONGING IS LINKED TO A WHOPPING INCREASE
IN JOB PERFORMANCE, A 50% DROP IN TURNOVER
RISK, AND A 75% REDUCTION IN SICK DAYS.



\$52M

THE CONSEQUENTIAL ANNUAL SAVING
FOR A 10,000-PERSON COMPANY

Source: BetterUp in HBR, Dec 2019

WHY DO WE SELL WHYS?



BECAUSE IT'S TIME FOR HUNTERS, NOT FARMERS.

BECAUSE IT ALLOWS US TO DEAL DIRECTLY WITH THE REAL DECISION MAKERS.

BECAUSE WE WANT TO BE STRATEGY MAKERS, NOT JUST BRIEF EXECUTERS.

BECAUSE NOT EVERY COMPANY NEEDS A CAMPAIGN BUT EVERY COMPANY NEEDS A WHY.

THERE'S A BRAND THAT NEEDS A WHY

THE BRAND WE LOVE THE MOST

ITALIA



ITALY NEEDS HER

BEAUTIFULLY SIMPLE PURPOSE

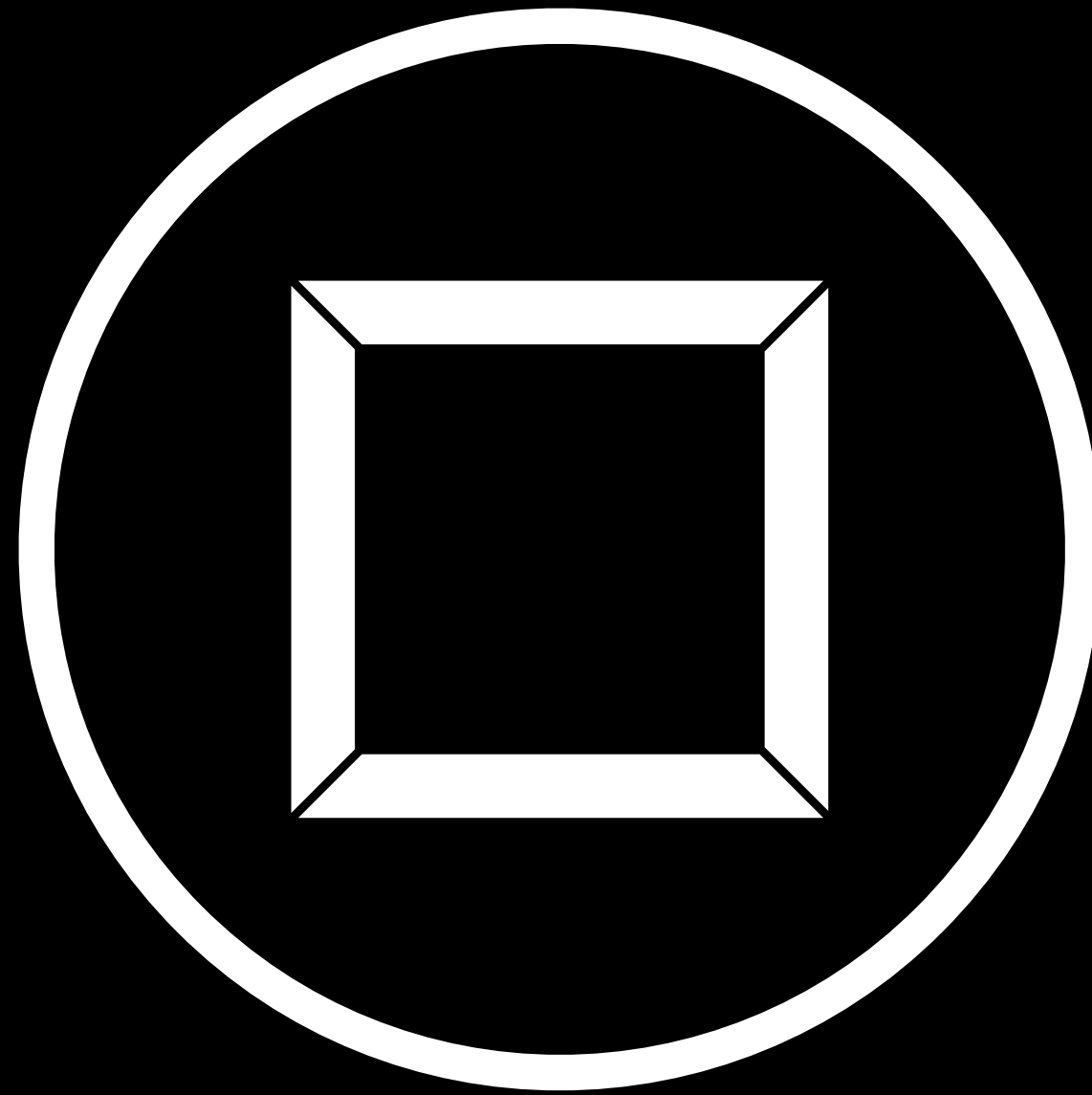
HOW DO WE GET THERE?



OUR UNIQUE JOURNEY TO BEAUTIFULLY SIMPLE PURPOSES

MAKE CHANGE JOURNEY

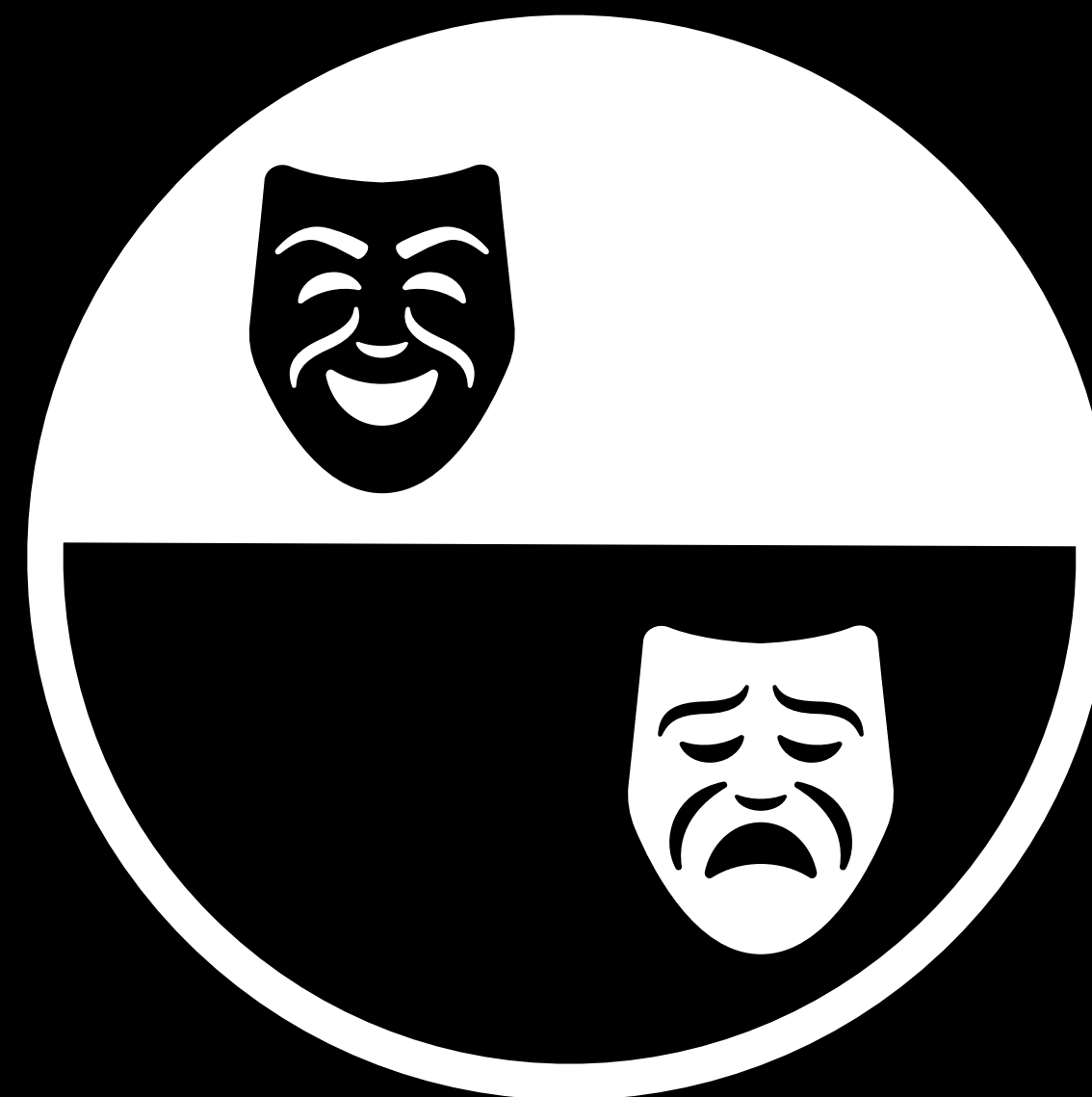
GET READY



FRAME THE CHANGE

PRELIMINARY STUDY

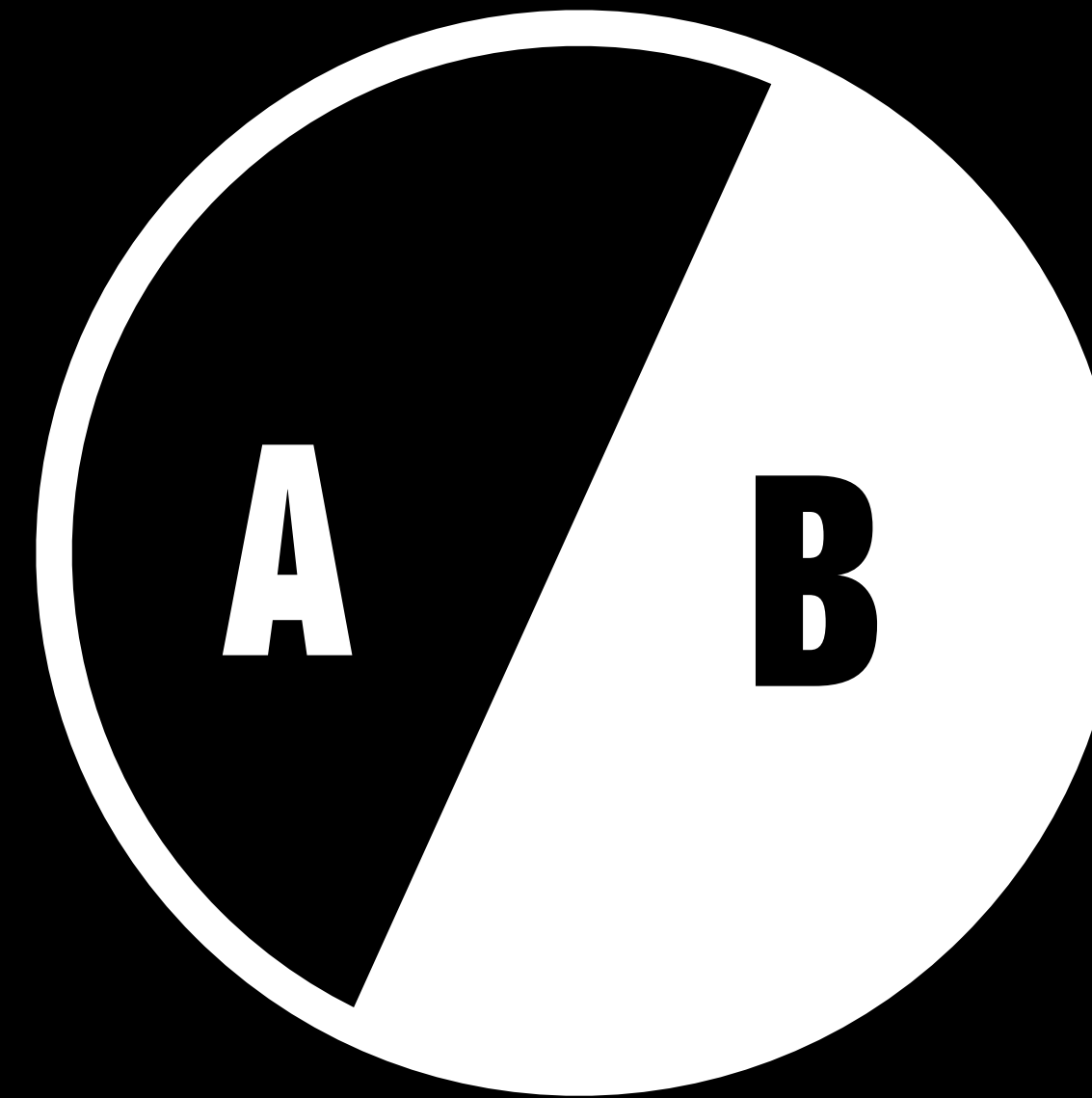
WARM UP



DREAMS & NIGHTMARES

INDIVIDUAL CONFESSION

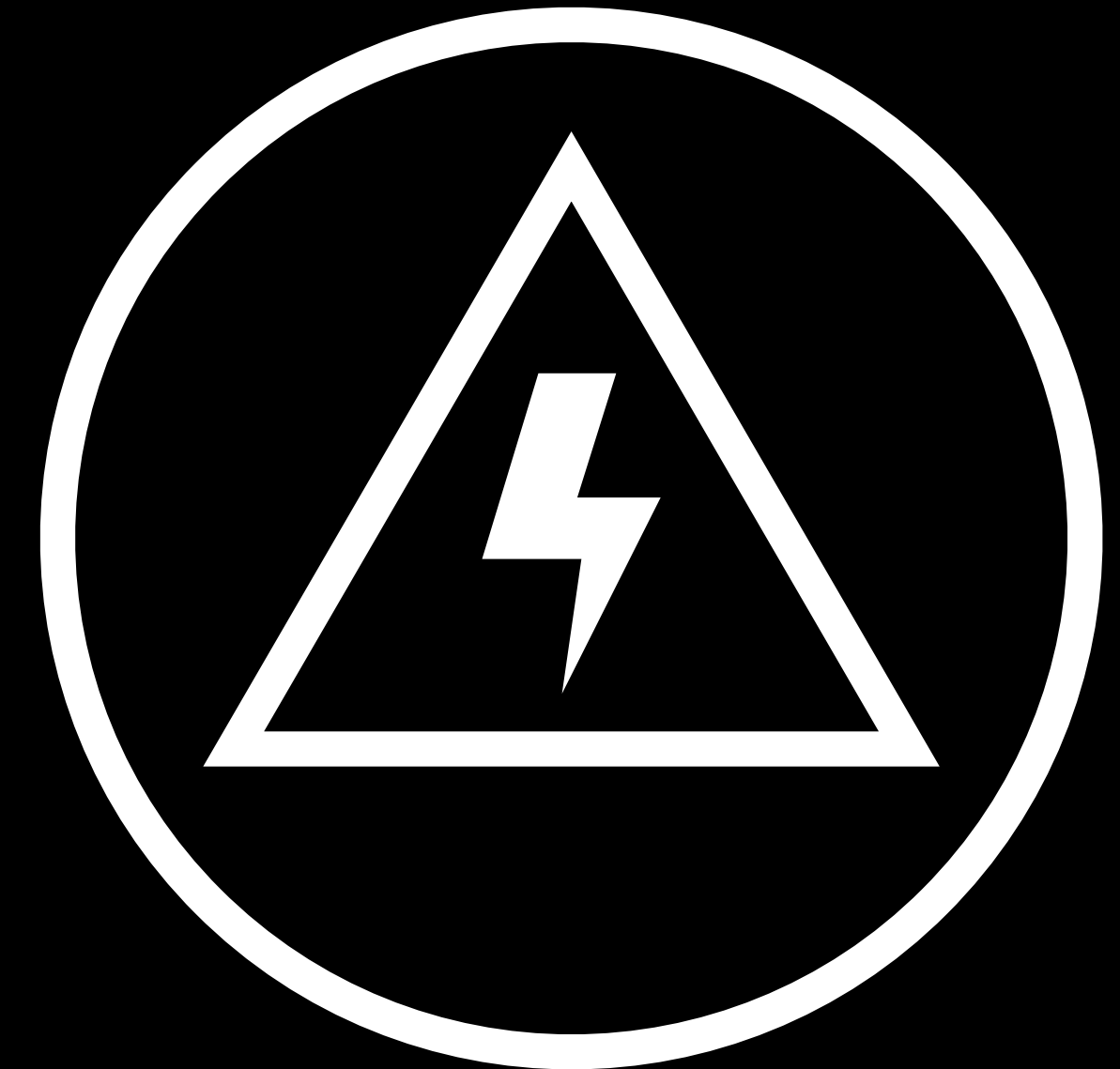
SET FOCUS



AB TEST

PAINFUL NECESSITY

WHAT IF?



THE BLACKOUT

THE WORLD WITHOUT

A FEW POWERFUL WORDS TO DEFINE US

BEAUTIFULLY SIMPLE PURPOSE

INSPIRE EVERY PERSON INSIDE AND OUTSIDE THE ORGANIZATION



WHAT'S OUR IMPACT?



WHAT'S OUR CONTRIBUTION TO MEANINGFUL CHANGE?



Davide Oldani
2 STARS MICHELIN CHEF
AND PUBLIC FIGURE



Roberta Cocco
COUNCILOR FOR DIGITAL
TRANSFORMATION - CITY OF MILAN



Andrea Cardamone
DIGITAL BANKS FOUNDER,
CEO AND ADVISOR



Rula Jebreal
JOURNALIST, WRITER
AND ACTIVIST



Max Sirena
LUNA ROSSA'S
SKIPPER



Massimo Piombo
FASHION DESIGNER
AND ENTREPRENEUR



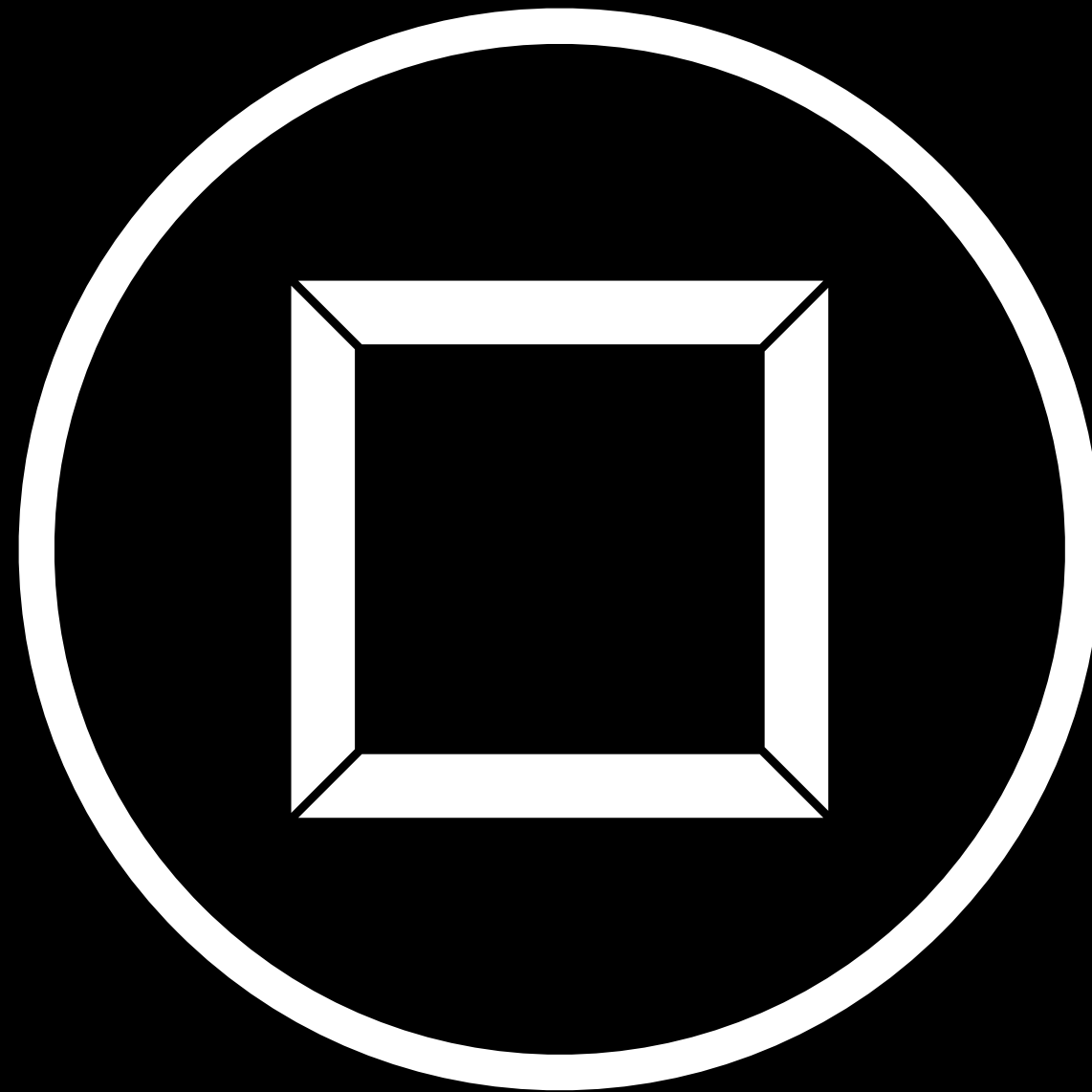
Alice Zatti
STUDENT, INTERN
AND SOCIAL ACTIVIST



Robert Triefus
EVP and CMO
GUCCI

MAKE CHANGE JOURNEY

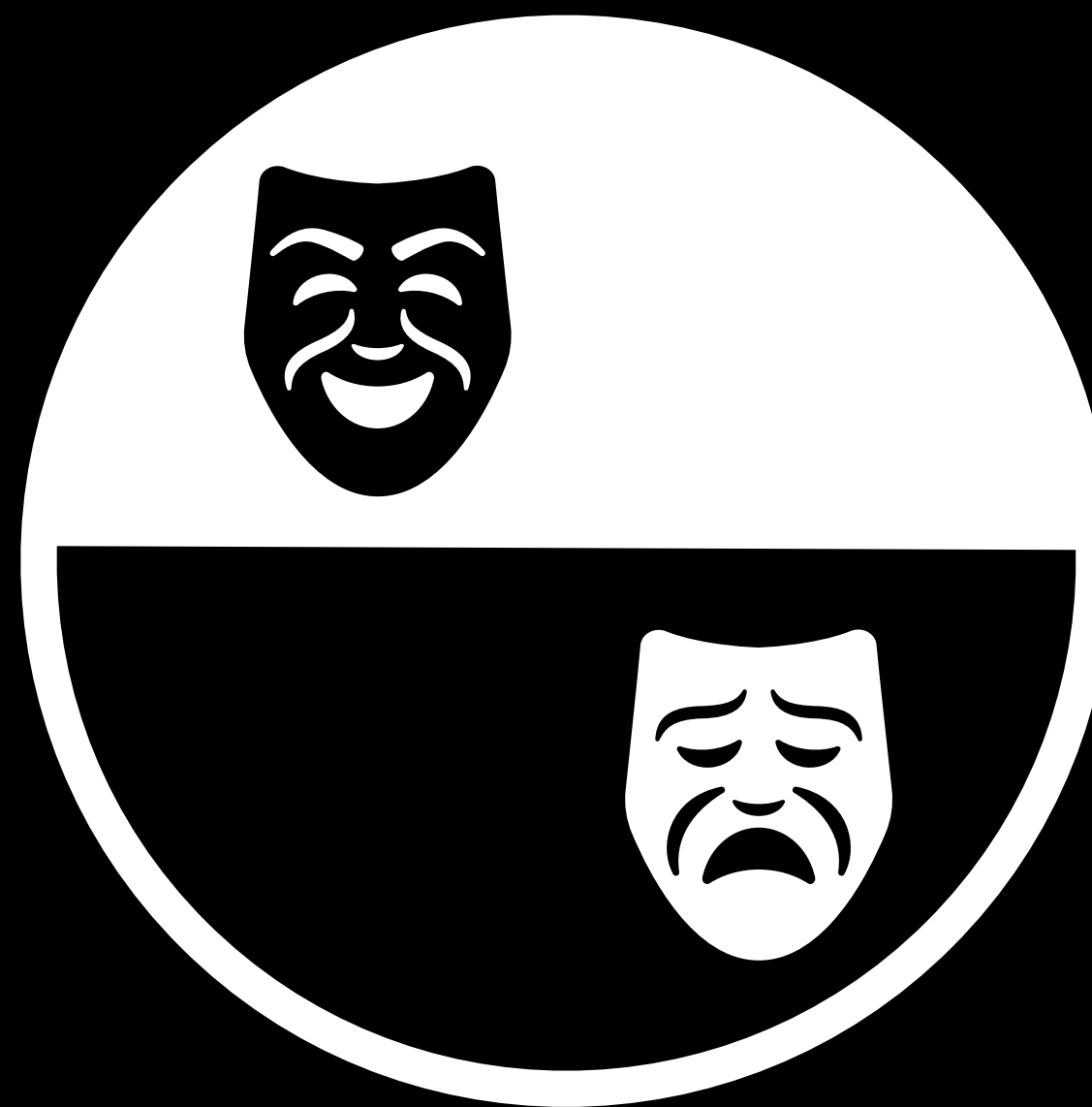
GET READY



FRAME THE CHANGE

PRELIMINARY STUDY

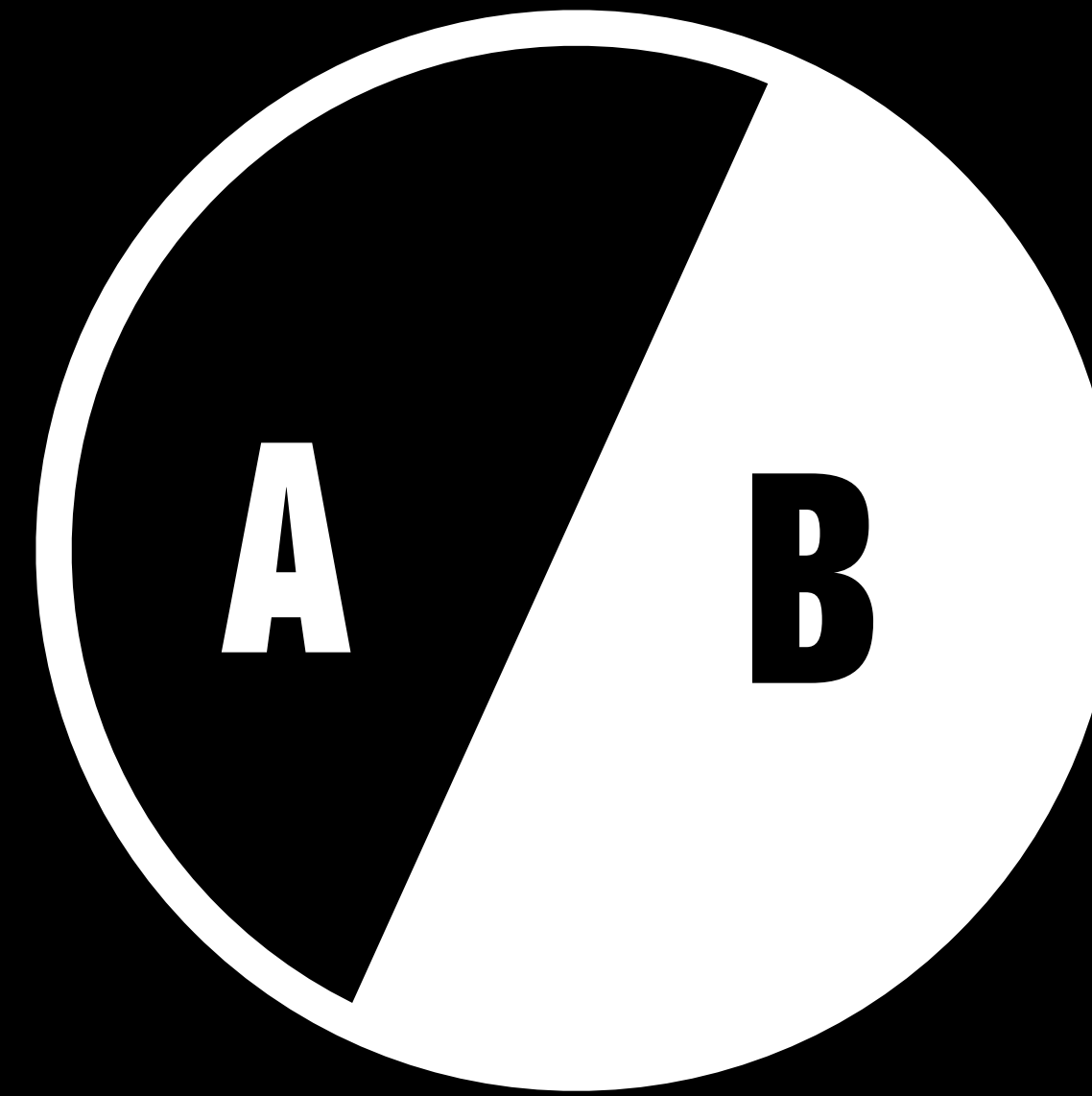
WARM UP



DREAMS & NIGHTMARES

INDIVIDUAL CONFESSION

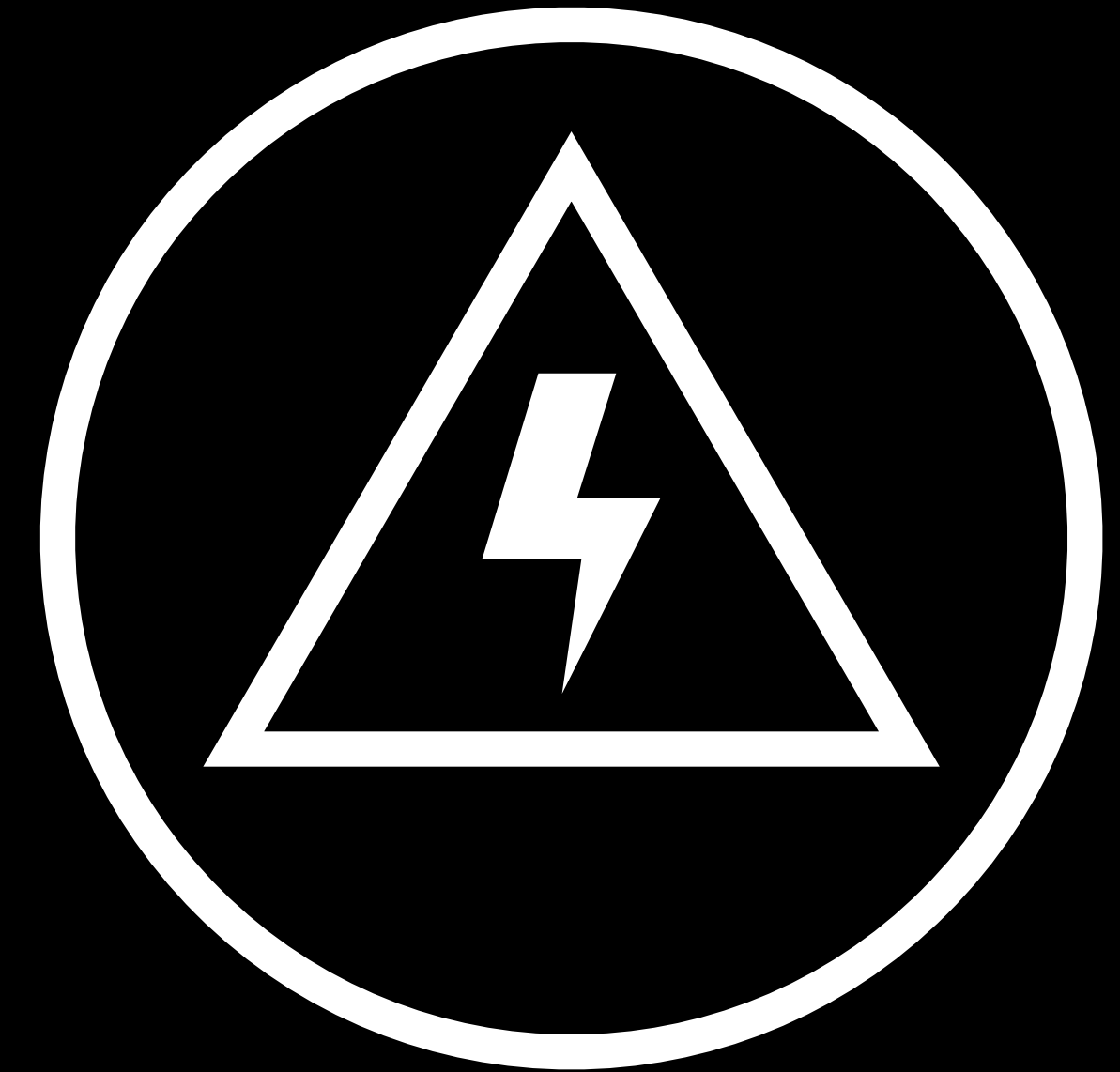
SET FOCUS



AB TEST

PAINFUL NECESSITY

WHAT IF?

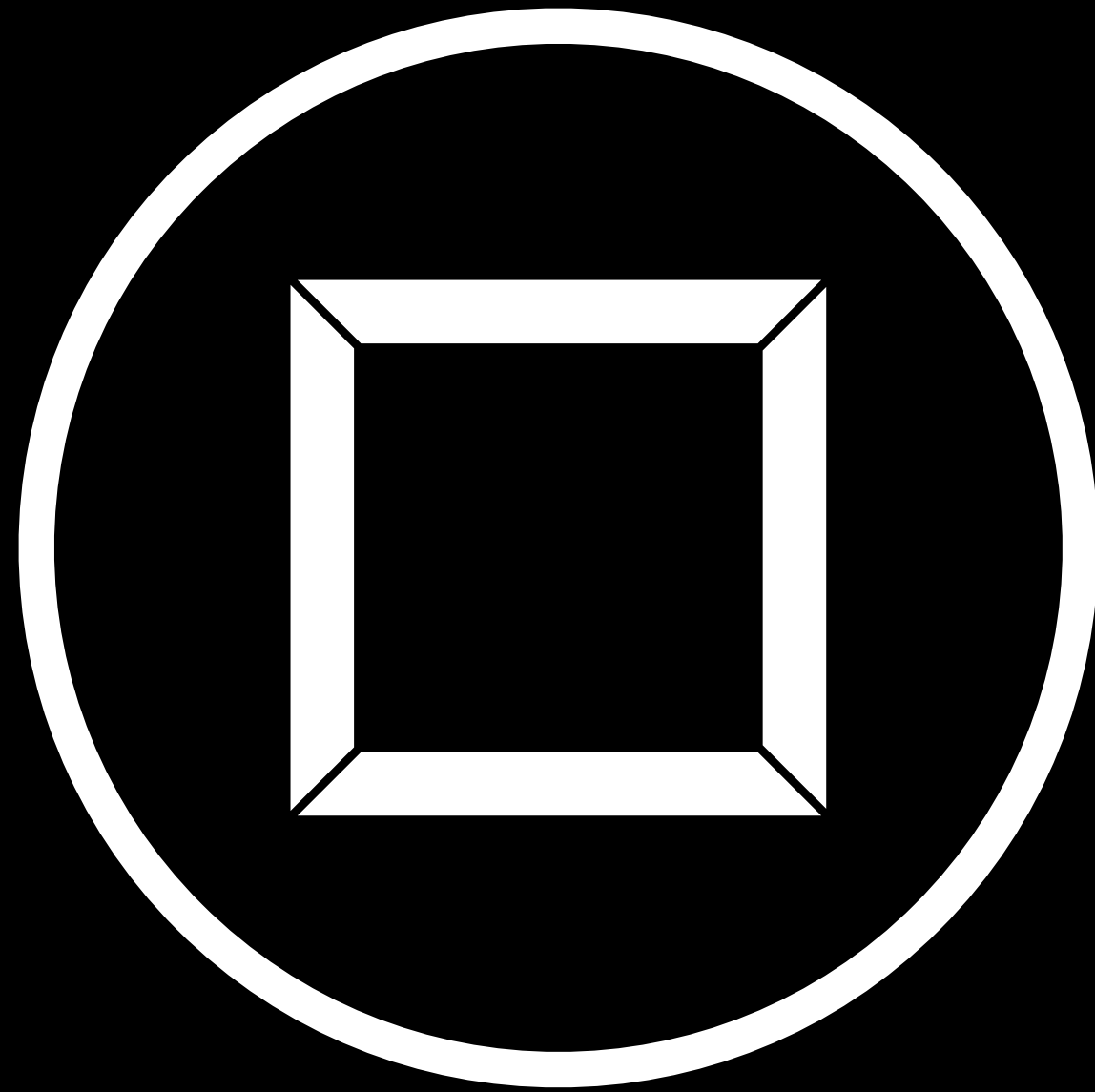


THE BLACKOUT

THE WORLD WITHOUT

MAKE CHANGE JOURNEY

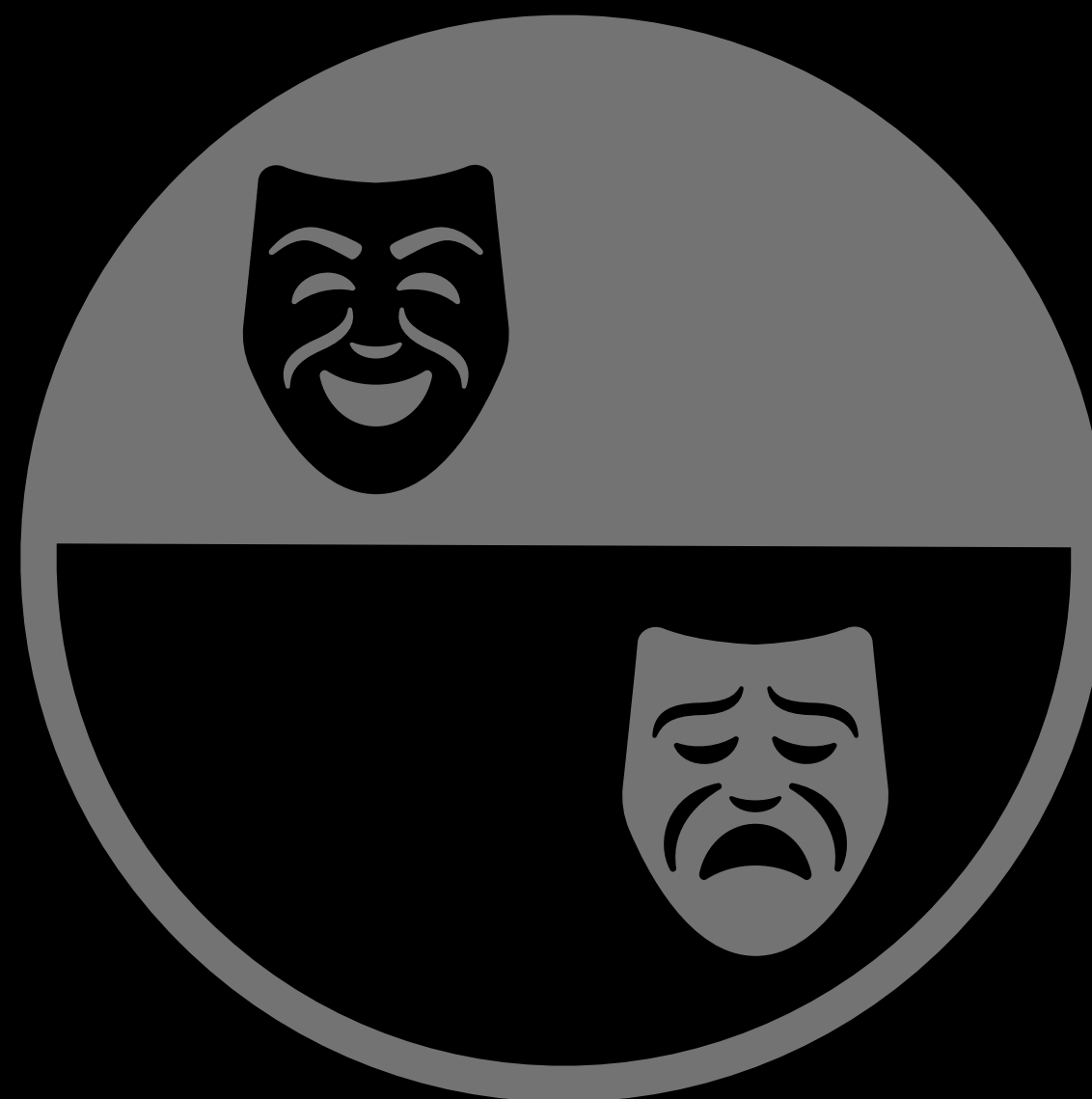
GET READY



FRAME THE CHANGE

PRELIMINARY STUDY

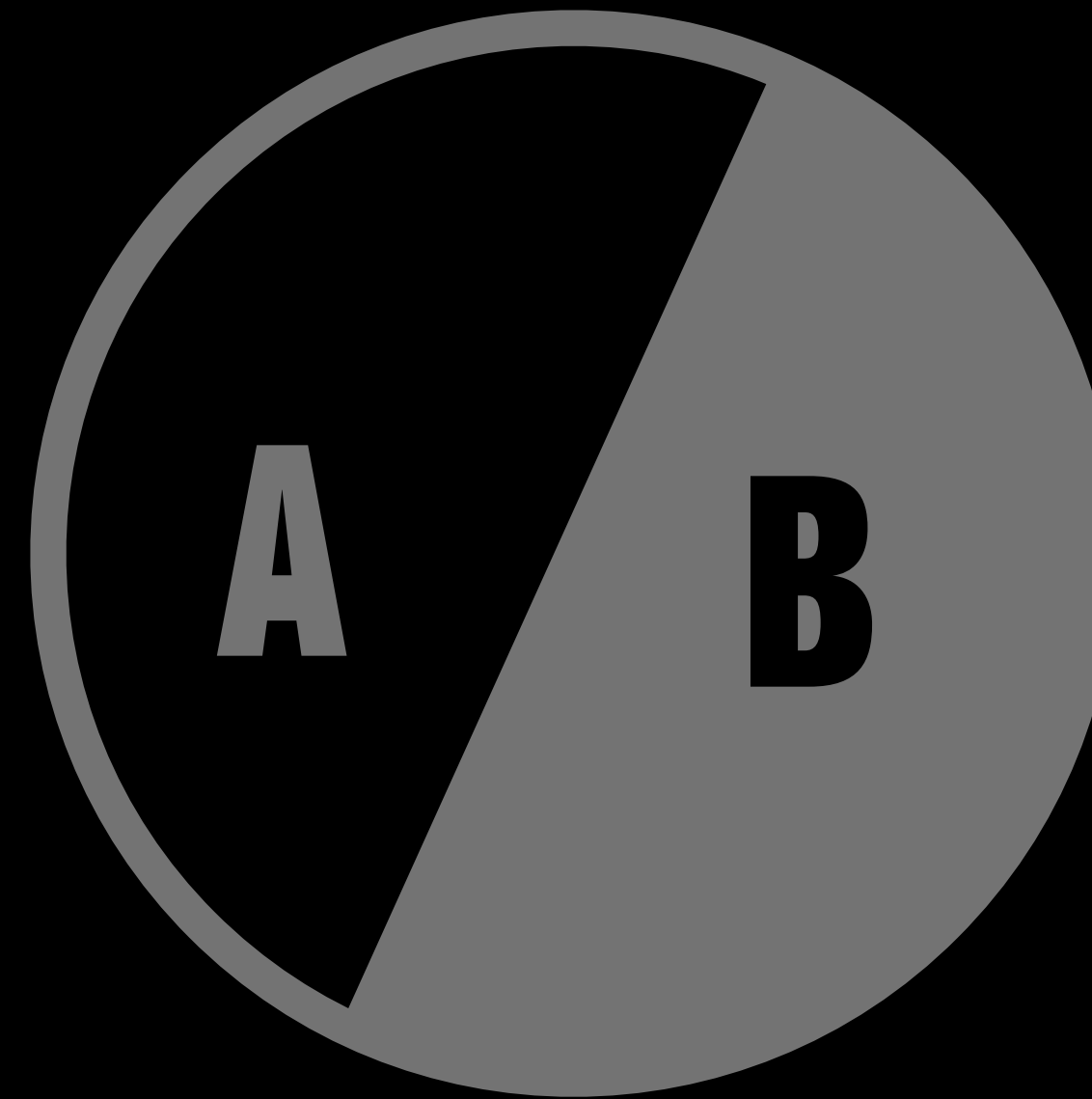
WARM UP



DREAMS & NIGHTMARES

INDIVIDUAL CONFESSION

SET FOCUS



AB TEST

PAINFUL NECESSITY

WHAT IF?



THE BLACKOUT

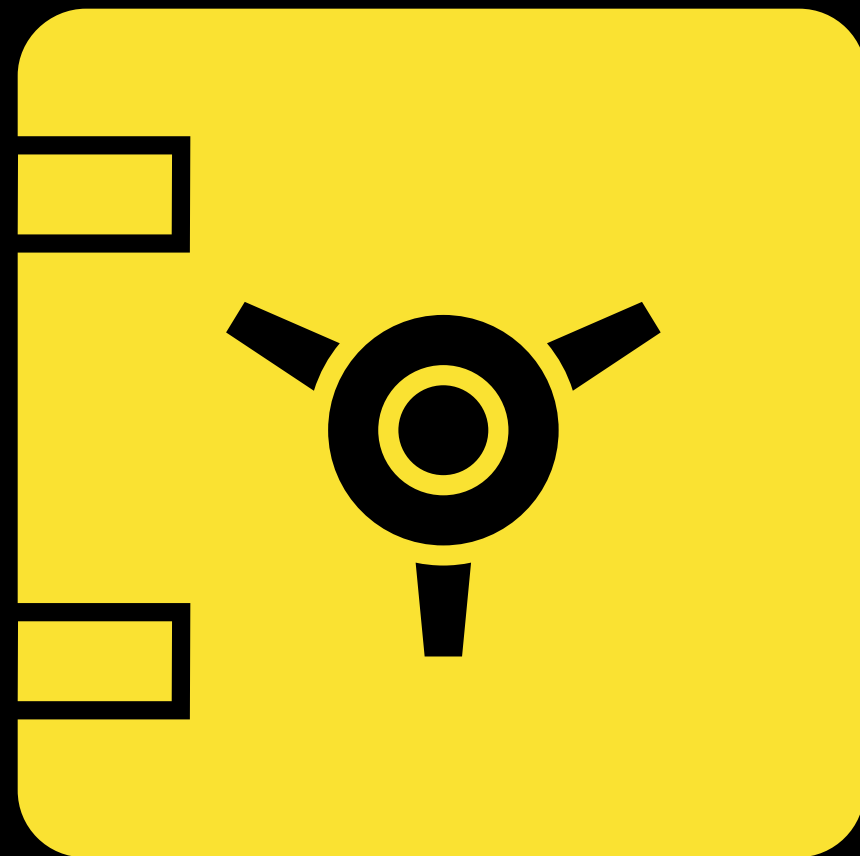
THE WORLD WITHOUT

FRAME THE CHANGE

SETTING THE SCENE WHERE CHANGE MUST HAPPEN

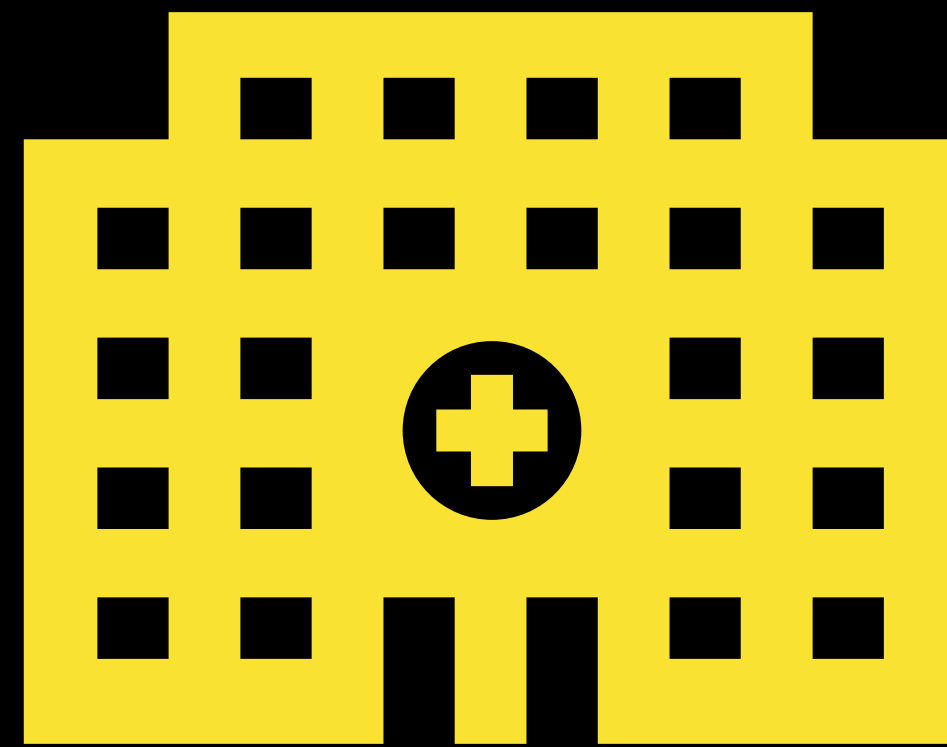
In partnership with **Fluency** 

NEGATIVE SENTIMENT INCREASES AS FEAR SPREAD



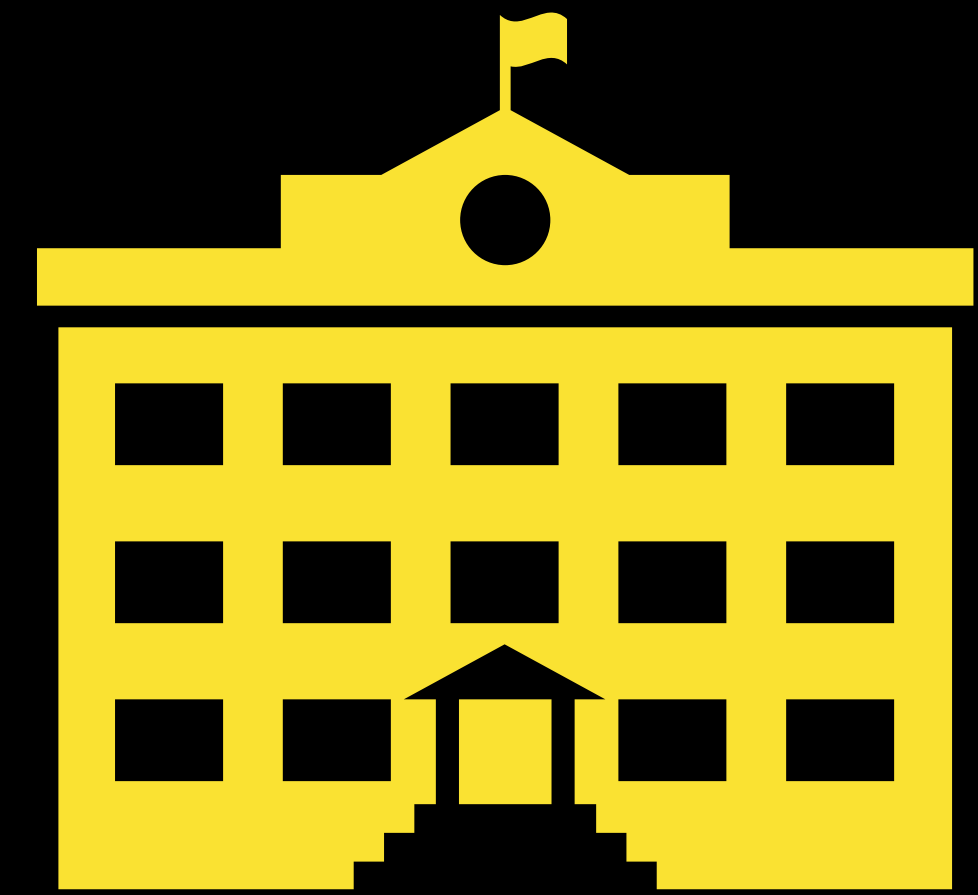
52%

(+14% post-Covid)



41%

(+10% post-Covid)



34%

(+4% post-Covid)



5.6MLN

PEOPLE IN ITALY ARE CURRENTLY POOR

THE TOTAL NUMBER GREW BY OVER 1 MILLION
IN 2020 DUE TO THE PANDEMIC.

20 SMES

WILL DISAPPEAR EVERYDAY
UNTIL THE END OF 2022.

Source: Banca d'Italia, Mar 2021





55%

STUDENTS HAVE INTERNET CONNECTION ISSUES

AFTER A YEAR OF REMOTE LEARNING, THE SITUATION IS STILL TROUBLING, WITH MANY STUDENTS (PARTICULARLY IN THE SOUTH) STRUGGLING TO FOLLOW LECTURES AND SCHOOL ACTIVITIES.

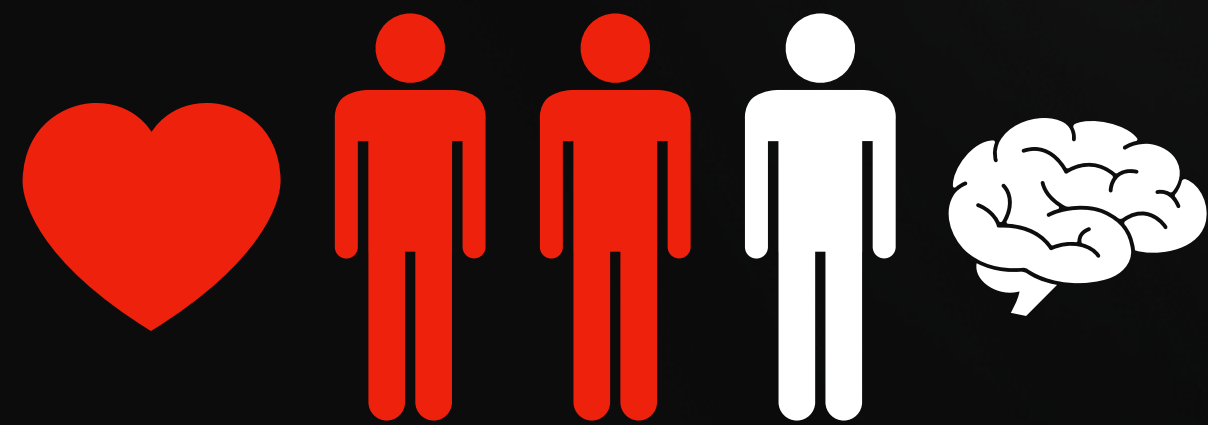


+24%

PSYCHOLOGICAL PROBLEMS FOR ITALIAN YOUTH

DUE TO DIFFICULTIES RELATED TO THE PANDEMIC AND REMOTE LEARNING, MANY STUDENTS ARE FEELING ALIENATED AND SHOWING AN INCREASE IN ANXIETY, UNCERTAINTY AND MENTAL INSTABILITY.

Source: IPSOS and Save The Children, Apr 2021



+12%

EMOTIONAL APPROACH TOWARDS MENTAL HEALTH

PHYSICAL AND MENTAL HEALTH CONVERSATIONS HAVE BECOME INCREASINGLY MORE EMOTIONAL, REVEALING HIGHER LEVELS OF FEAR, STRESS AND ANXIETY. 2/3 OF ITALIANS DEMONSTRATE CONCERNS ABOUT THEIR PSYCHOLOGICAL WELLNESS.



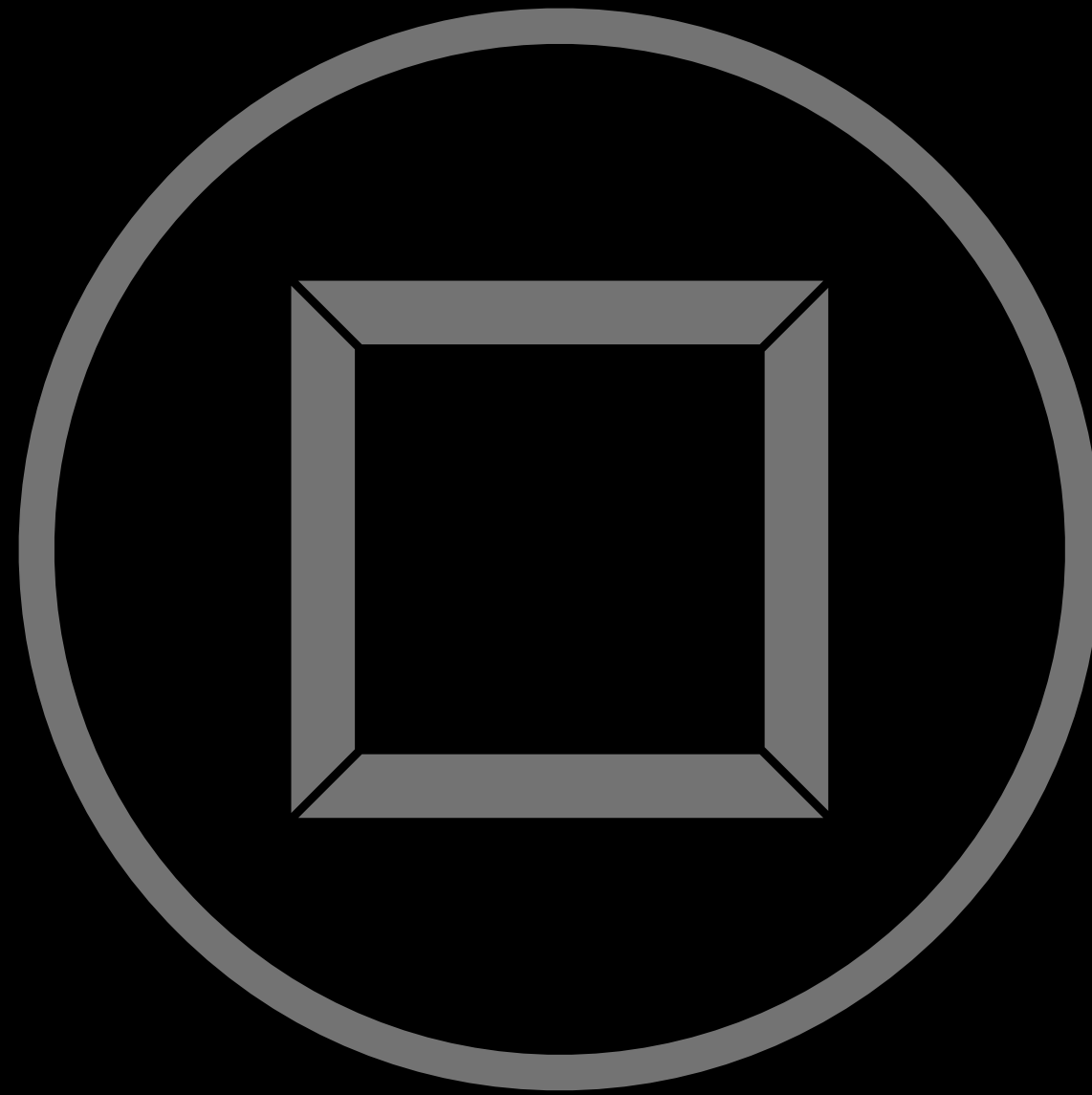
25TH

IN THE HAPPIEST COUNTRY RANKING

Source: World Happiness Report, Apr 2021

MAKE CHANGE JOURNEY

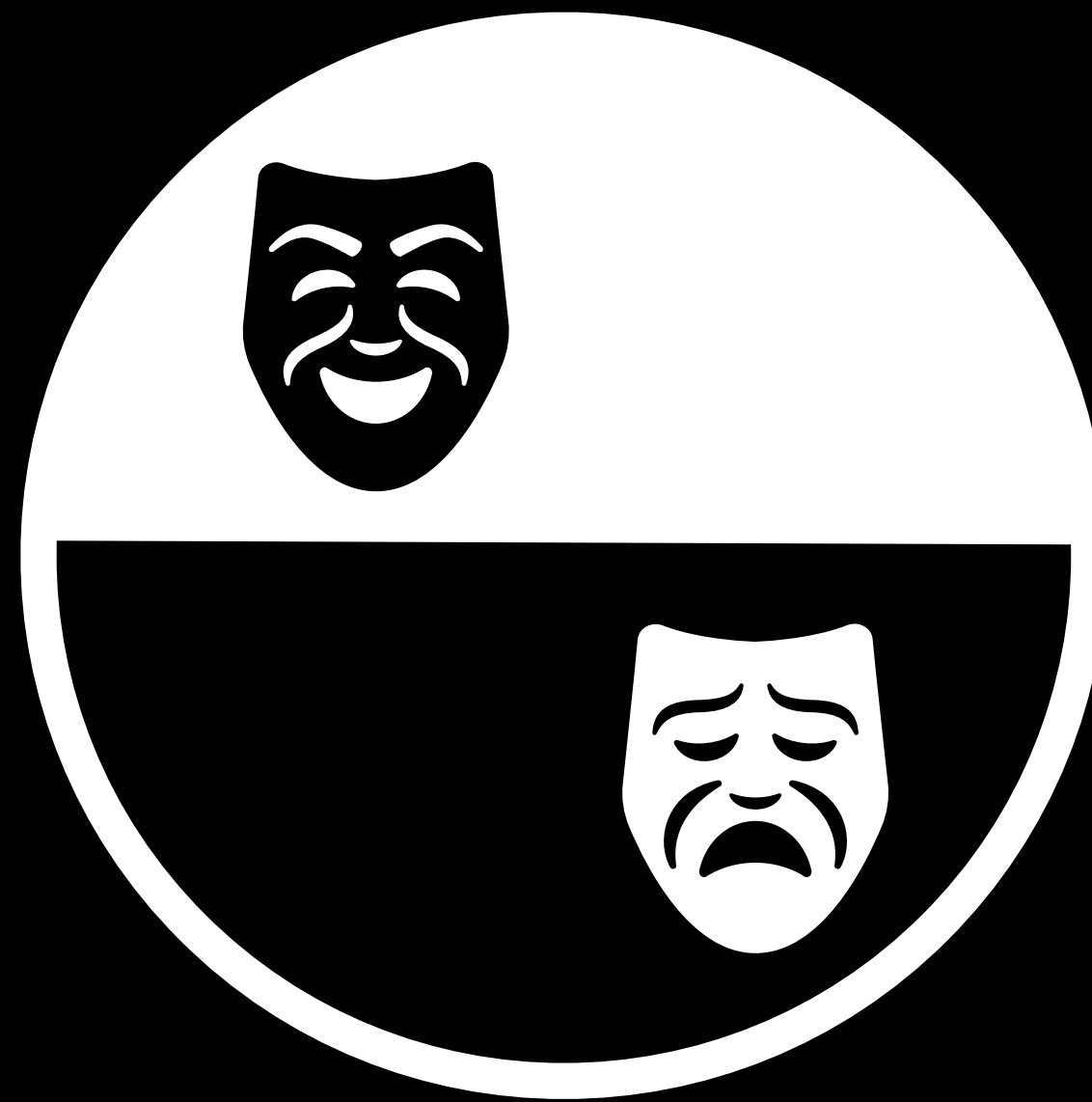
GET READY



FRAME THE CHANGE

PRELIMINARY STUDY

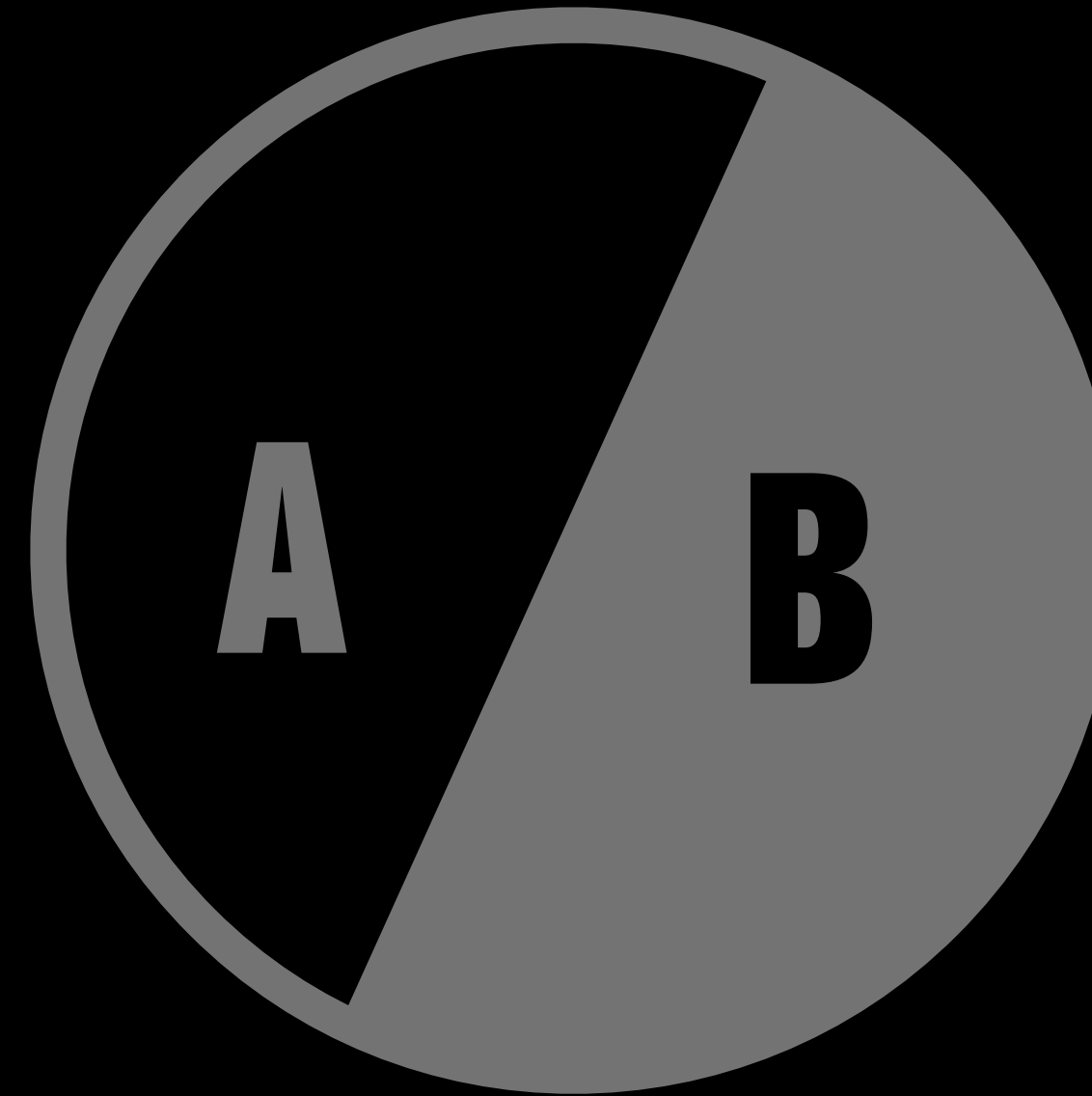
WARM UP



DREAMS & NIGHTMARES

INDIVIDUAL CONFESSION

SET FOCUS



AB TEST

PAINFUL NECESSITY

WHAT IF?



THE BLACKOUT

THE WORLD WITHOUT

DREAMS

THE TRUTH UNTOLD
THE IBOLH NILOFD

NIGHTMARES

DREAM



YOUR BIGGEST AMBITION



NIGHTMARE



WHAT KEEPS US UP AT NIGHT?

DREAMS

THE TRUTH UNTOLD
THE TRUTH UNTOLD

NIGHTMARES

DREAM

OUR BIGGEST AMBITION

TO REVIVE THE PRIDE

BY CREATING A NEW HERITAGE.

NIGHTMARE



WHAT KEEPS US UP AT NIGHT?

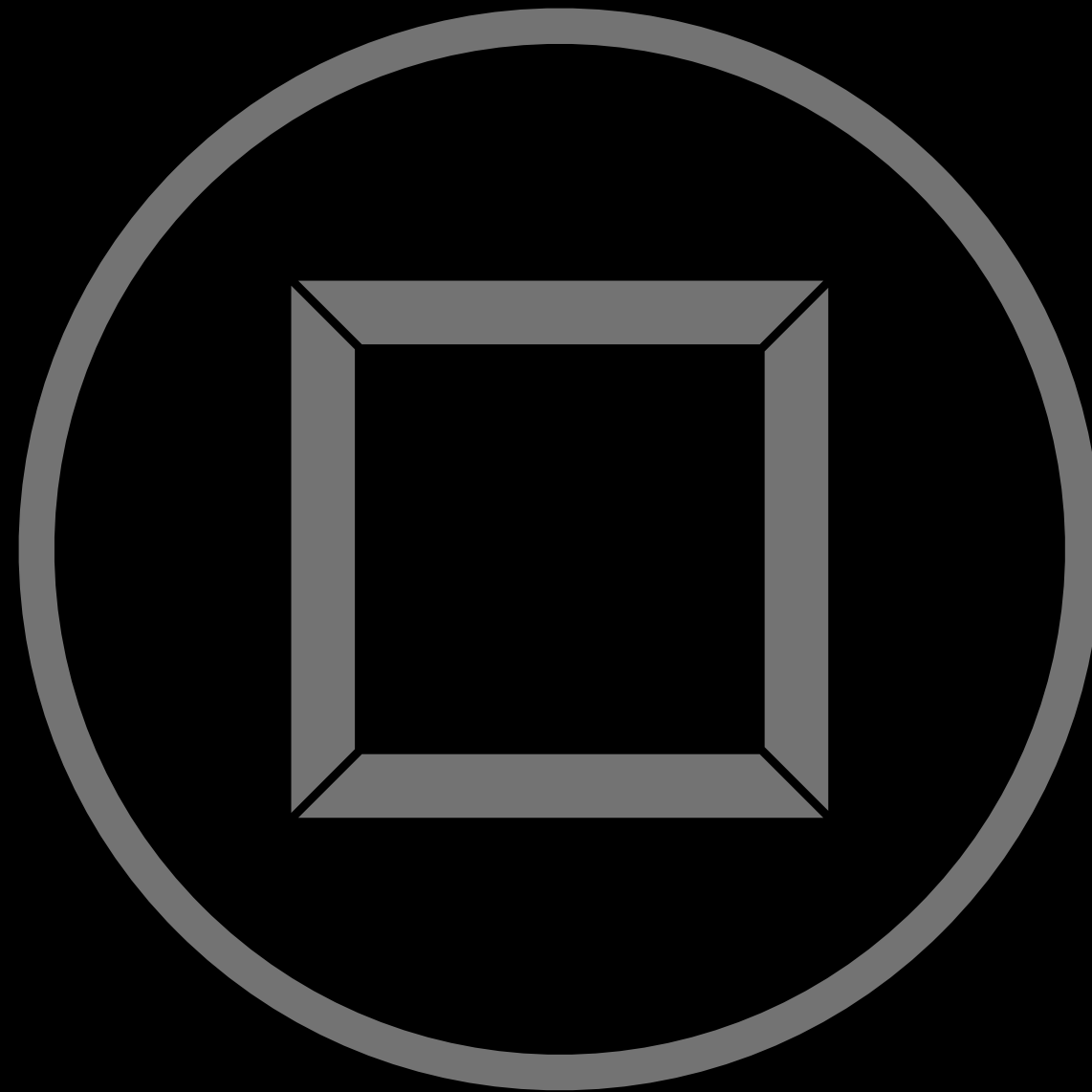
**TO REMAIN STUCK
IN WHAT WE WERE**



SELF REFERENTIAL IN JUDGING US AND LOOKING AT THE WORLD.

MAKE CHANGE JOURNEY

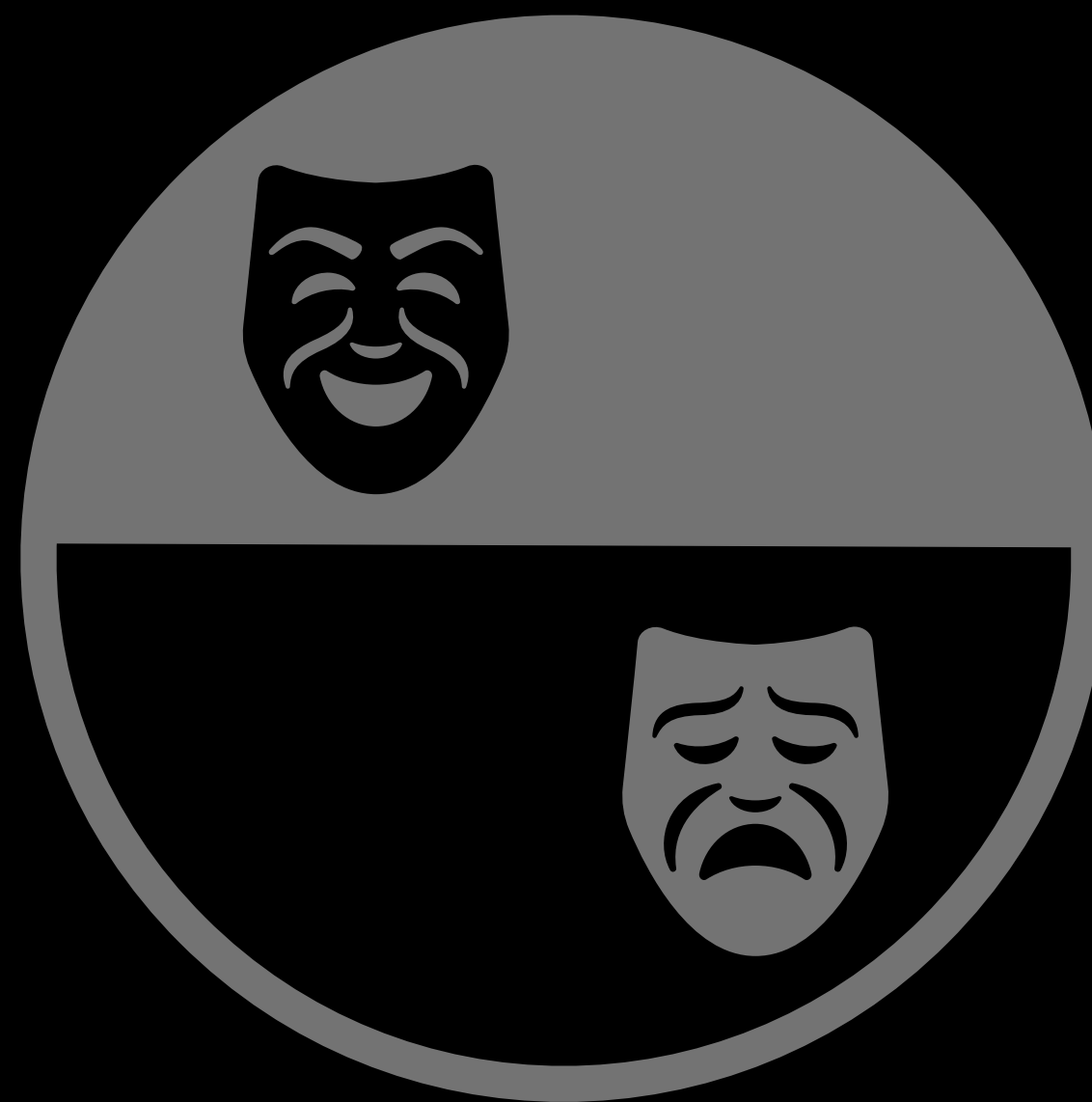
GET READY



FRAME THE CHANGE

PRELIMINARY STUDY

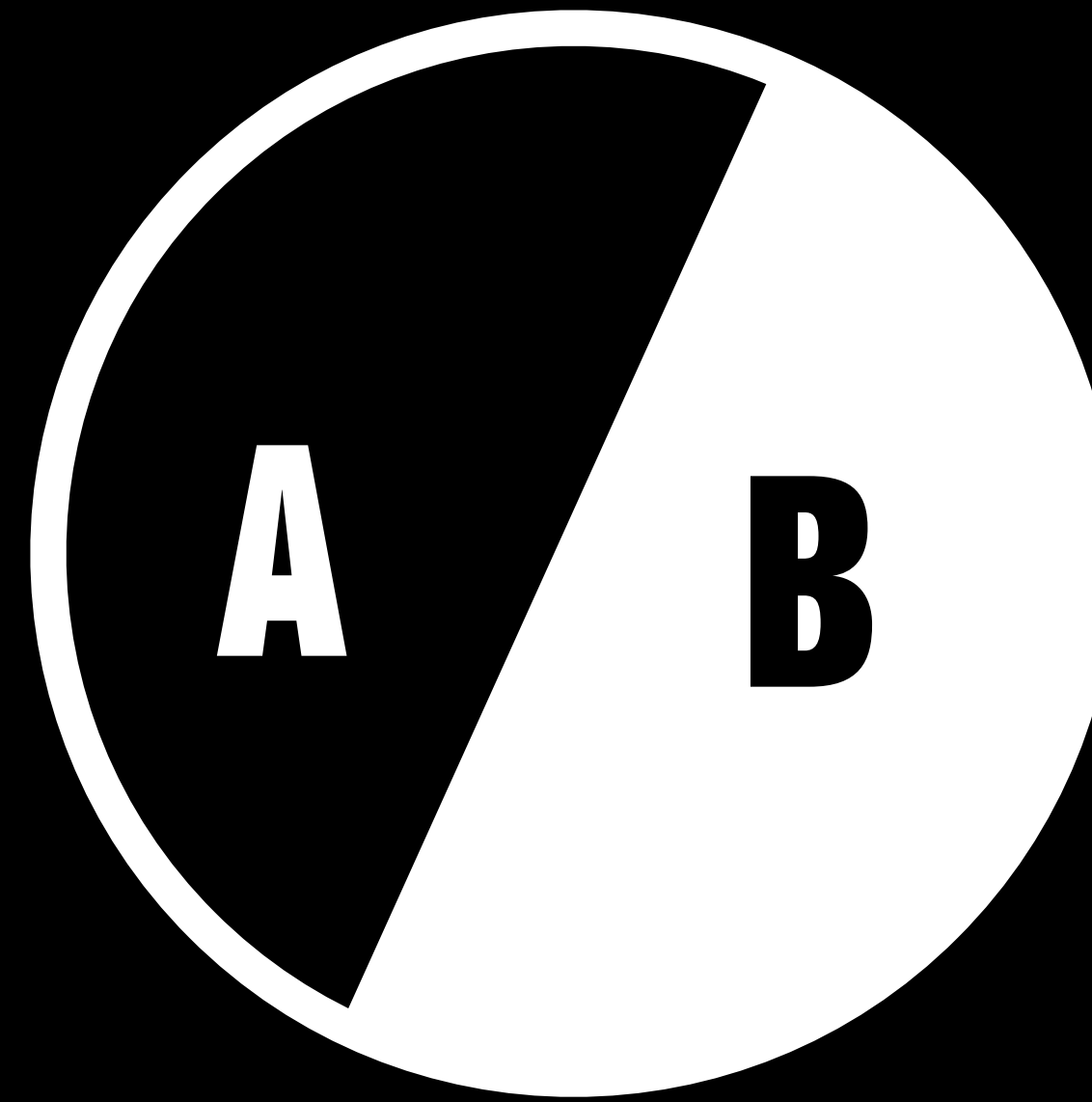
WARM UP



DREAMS & NIGHTMARES

INDIVIDUAL CONFESSION

SET FOCUS



AB TEST

PAINFUL NECESSITY

WHAT IF?



THE BLACKOUT

THE WORLD WITHOUT


THE M&C SAATCHI A/B TEST

**BRUTALLY SIMPLE QUESTIONS
TO LET US DELIVER
BEAUTIFULLY SIMPLE ANSWERS**

A

B

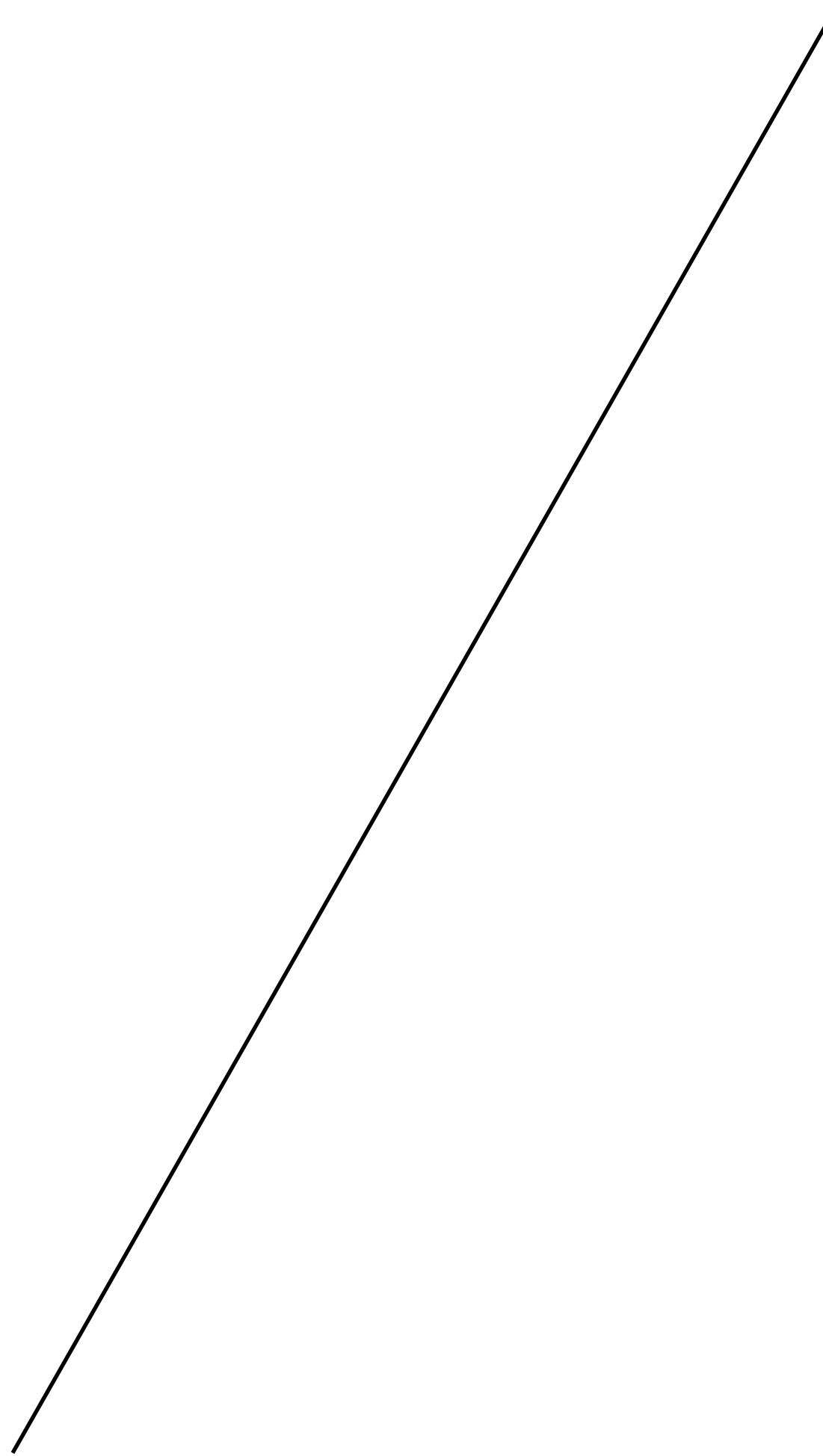
A or B. No middle way.
Because in life and business, simplicity is a painful choice.
But it is necessary.



LET'S PLAY



RESTART



RESET



**LED BY
HERITAGE**



**DRIVEN BY
INNOVATION**



**INVEST ON
PEOPLE**



**INVEST ON
INFRASTRUCTURES**



**RAISE MORE
DREAMERS**



**RAISE MORE
DOERS**



MADE IN ITALY



DESIGNED IN ITALY



**IMPORT
CULTURES**



**EXPORT
OUR CULTURE**



**BEST PLACE
TO VISIT**



**BEST PLACE
TO LIVE**



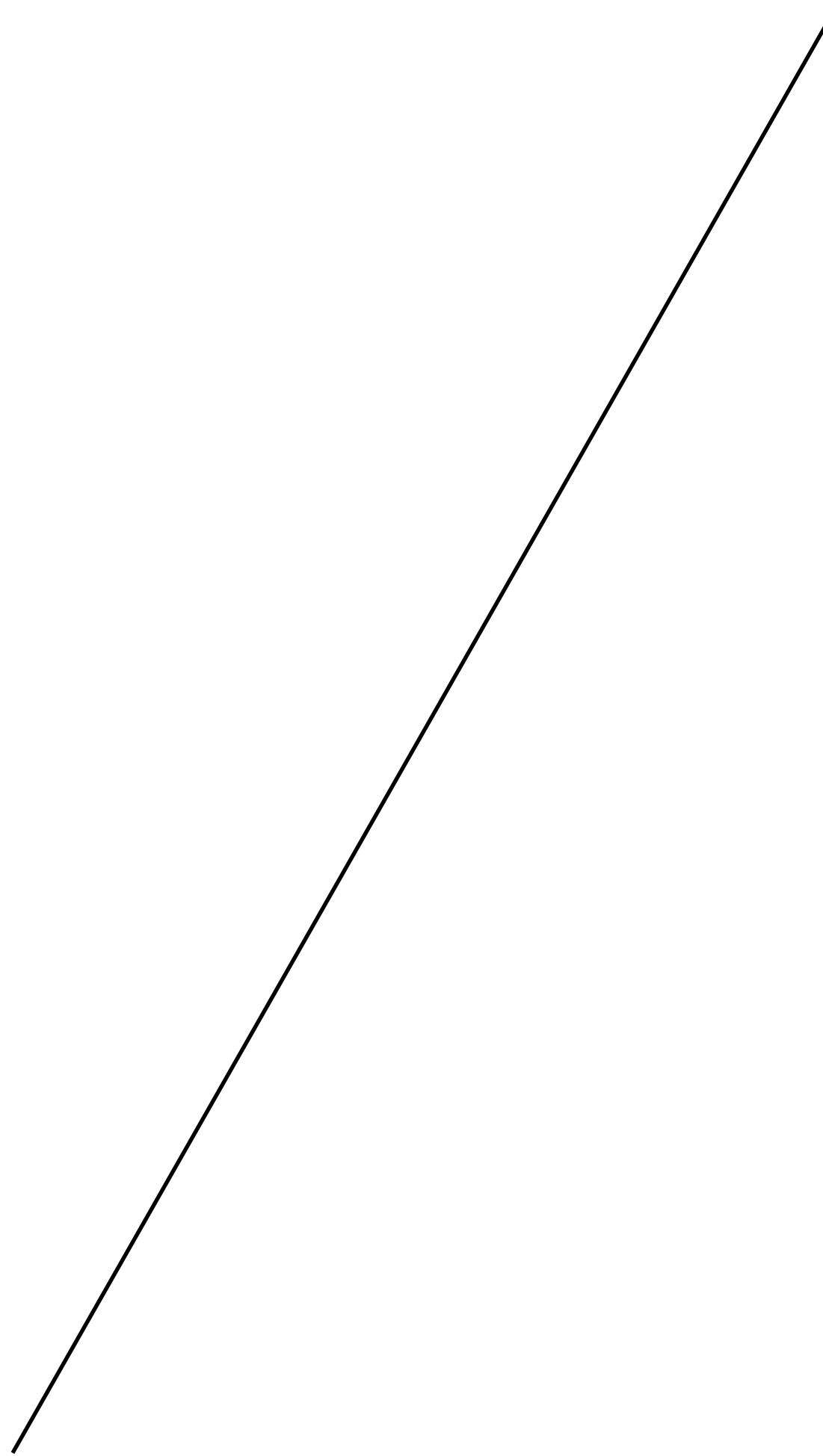
**A POWERFUL
COUNTRY**



**A HAPPY
COUNTRY**



LOVED



RESPECTED



**INSPIRE
ITALIANS**



**SEDUCE
THE WORLD**



OUR FOCUS

THE DIRECTION WE WANT TO TAKE

- | | | | | | | | | | |
|----|--------------------------|---------------------|--------------------------|---------------------------|-----|--------------------------|---------------------|--------------------------|--------------------|
| #1 | <input type="checkbox"/> | RESTART | <input type="checkbox"/> | RESET | #6 | <input type="checkbox"/> | IMPORT CULTURE | <input type="checkbox"/> | EXPORT OUR CULTURE |
| #2 | <input type="checkbox"/> | LED BY HERITAGE | <input type="checkbox"/> | DRIVEN BY INNOVATION | #7 | <input type="checkbox"/> | BEST PLACE TO VISIT | <input type="checkbox"/> | BEST PLACE TO LIVE |
| #3 | <input type="checkbox"/> | INVEST ON PEOPLE | <input type="checkbox"/> | INVEST ON INFRASTRUCTURES | #8 | <input type="checkbox"/> | A POWERFUL COUNTRY | <input type="checkbox"/> | HAPPY COUNTRY |
| #4 | <input type="checkbox"/> | RAISE MORE DREAMERS | <input type="checkbox"/> | REaise MORE DOERS | #9 | <input type="checkbox"/> | LOVED | <input type="checkbox"/> | RESPECTED |
| #5 | <input type="checkbox"/> | MADE IN ITALY | <input type="checkbox"/> | DESIGNED IN ITALY | #10 | <input type="checkbox"/> | INSPIRE ITALIANS | <input type="checkbox"/> | SEDUCE THE WORLD |

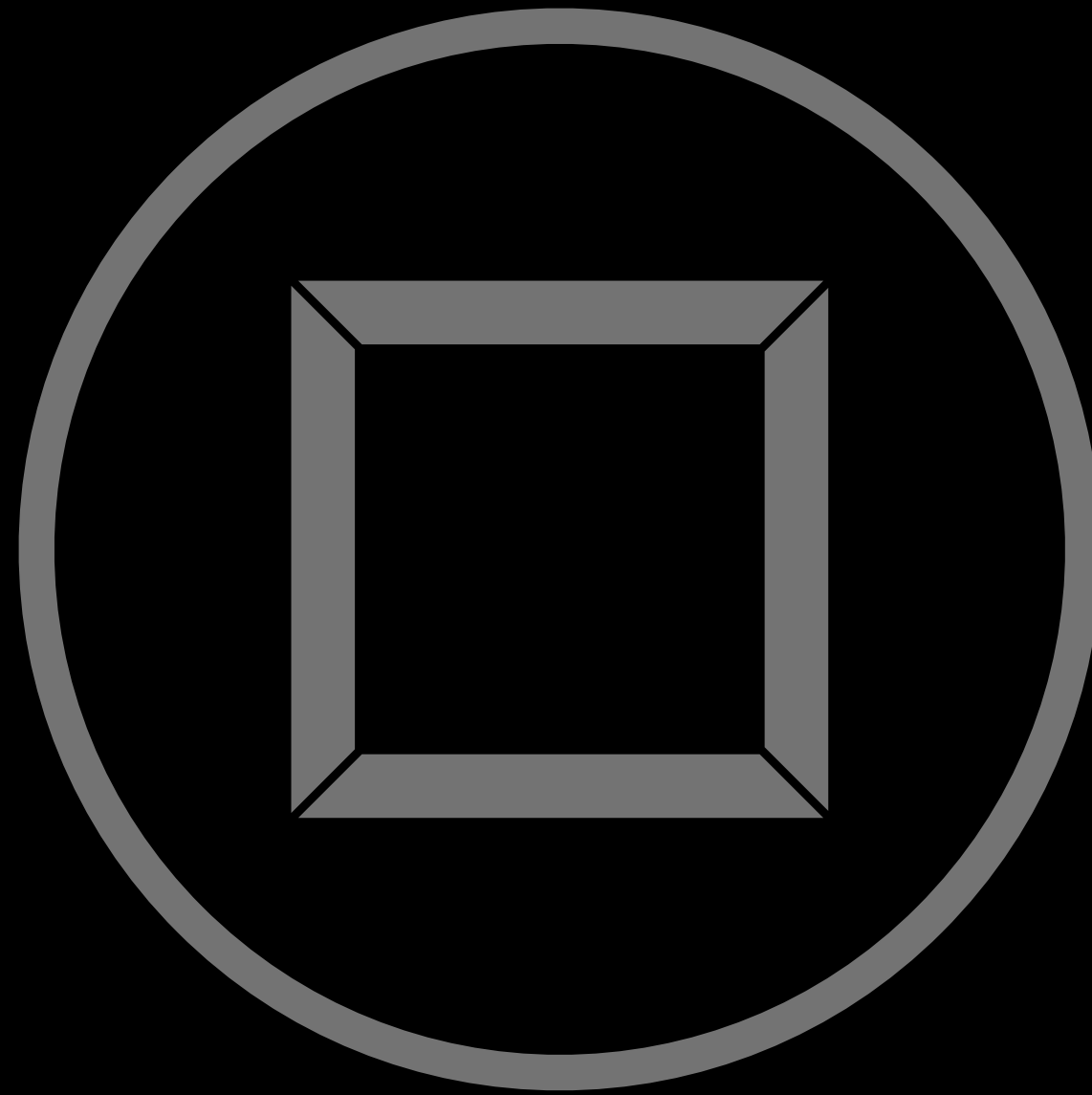
OUR FOCUS

THE DIRECTION WE WANT TO TAKE

- | | | | | | | | | | |
|----|-------------------------------------|---------------------|-------------------------------------|---------------------------|-----|-------------------------------------|---------------------|-------------------------------------|--------------------|
| #1 | <input type="checkbox"/> | RESTART | <input checked="" type="checkbox"/> | RESET | #6 | <input checked="" type="checkbox"/> | IMPORT CULTURE | <input type="checkbox"/> | EXPORT OUR CULTURE |
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MAKE CHANGE JOURNEY

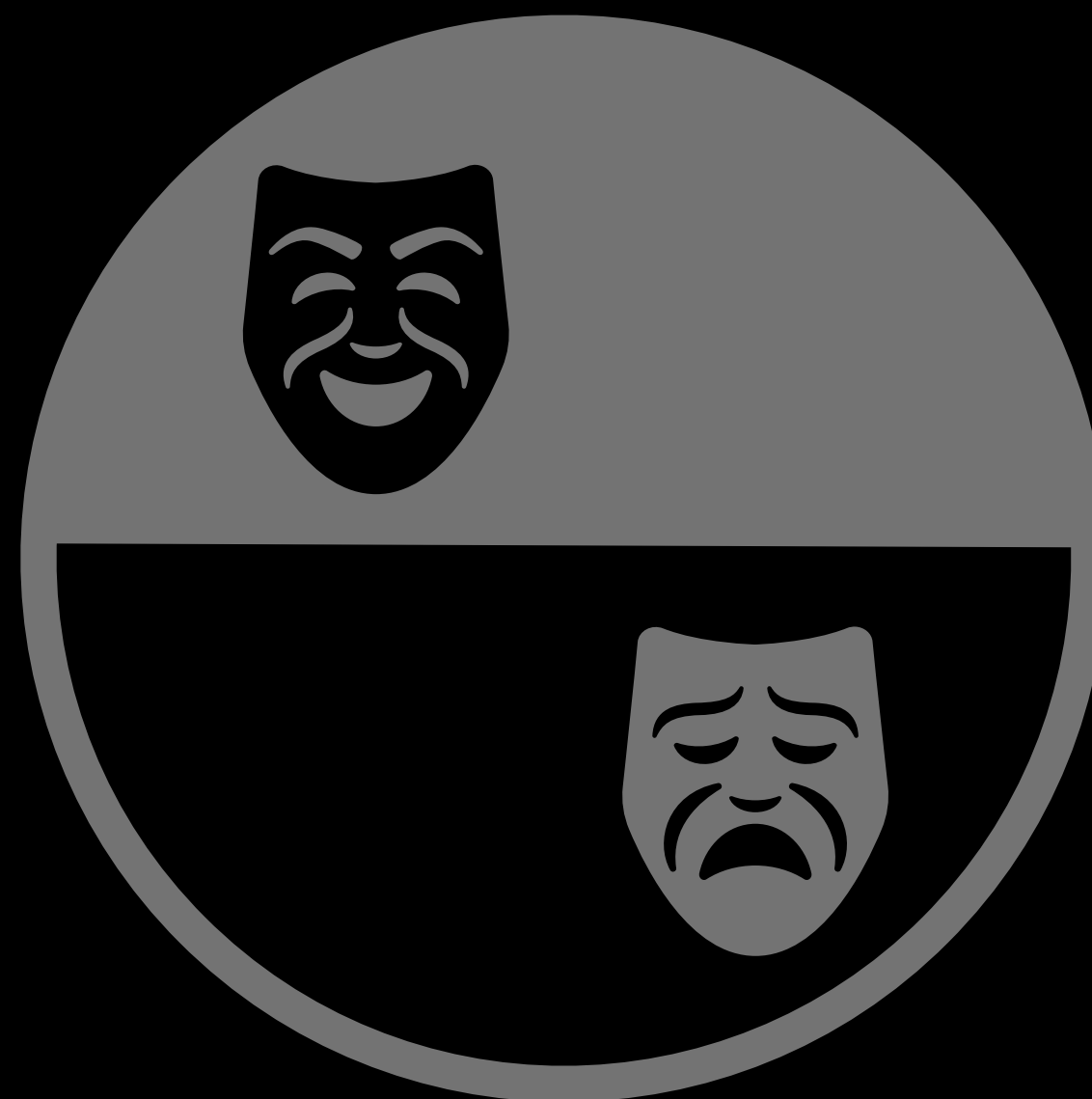
GET READY



FRAME THE CHANGE

PRELIMINARY STUDY

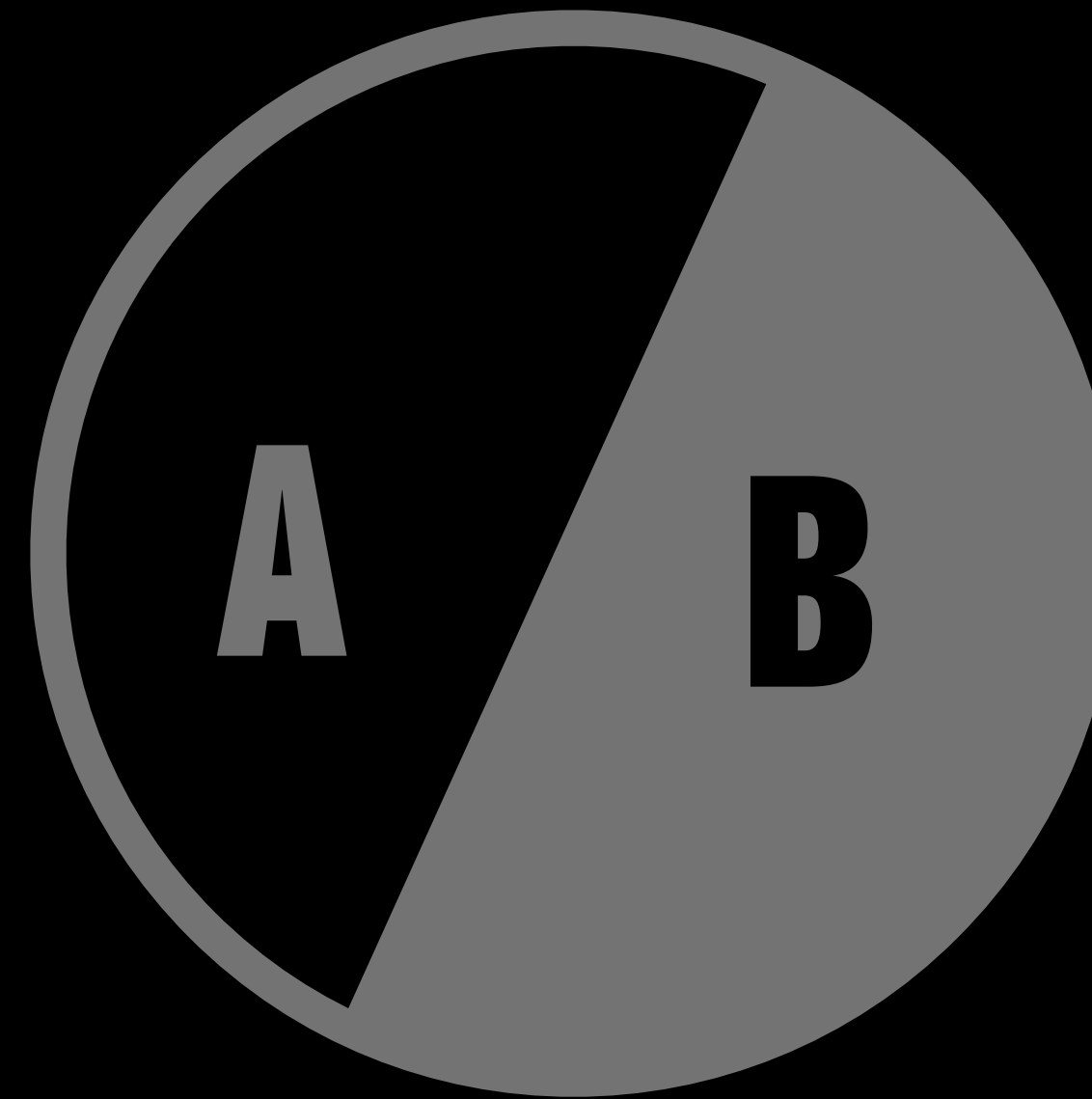
WARM UP



DREAMS & NIGHTMARES

INDIVIDUAL CONFESSION

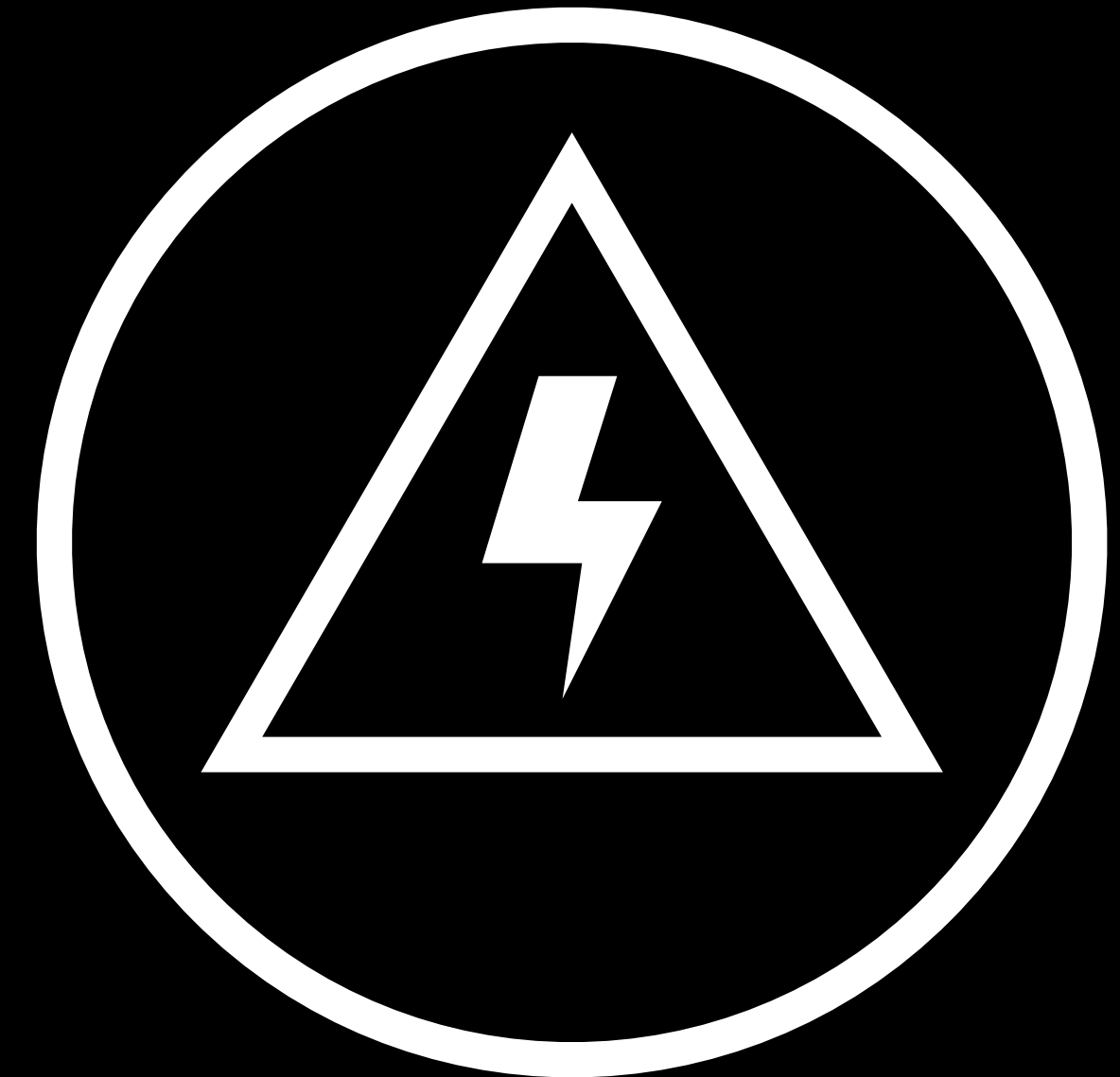
SET FOCUS



AB TEST

PAINFUL NECESSITY

WHAT IF?



THE BLACKOUT

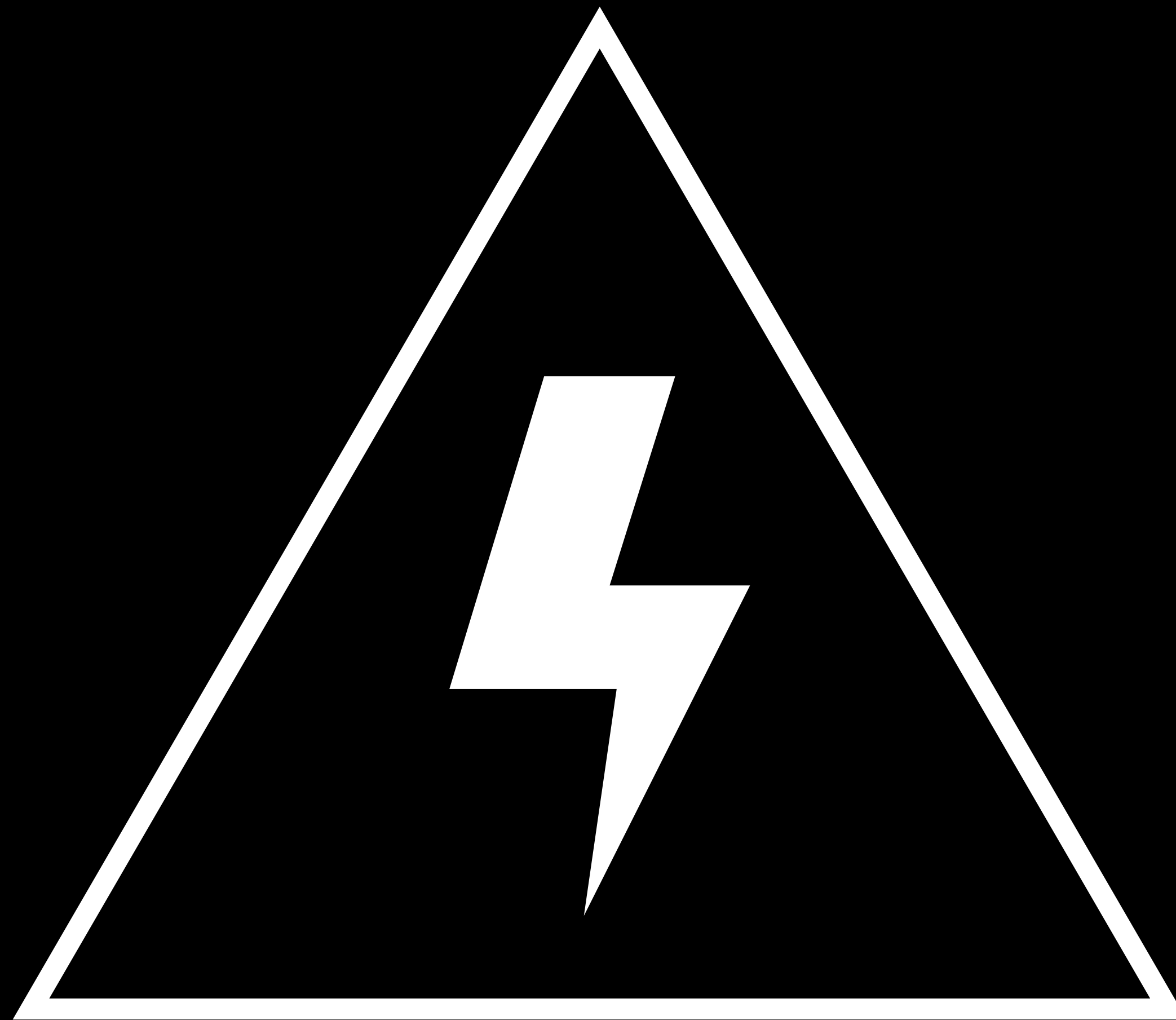
THE WORLD WITHOUT

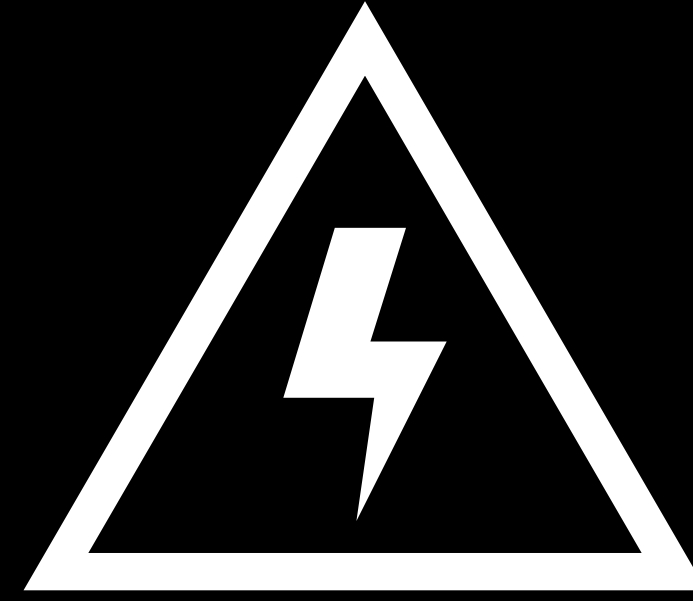
**74% OF BRANDS DISAPPEARED,
THE MAJORITY OF PEOPLE
IF**



THE BLACKOUT

**WHAT WOULD BE MISSING IN THE WORLD
IF WE SUDDENLY DISAPPEARED?**

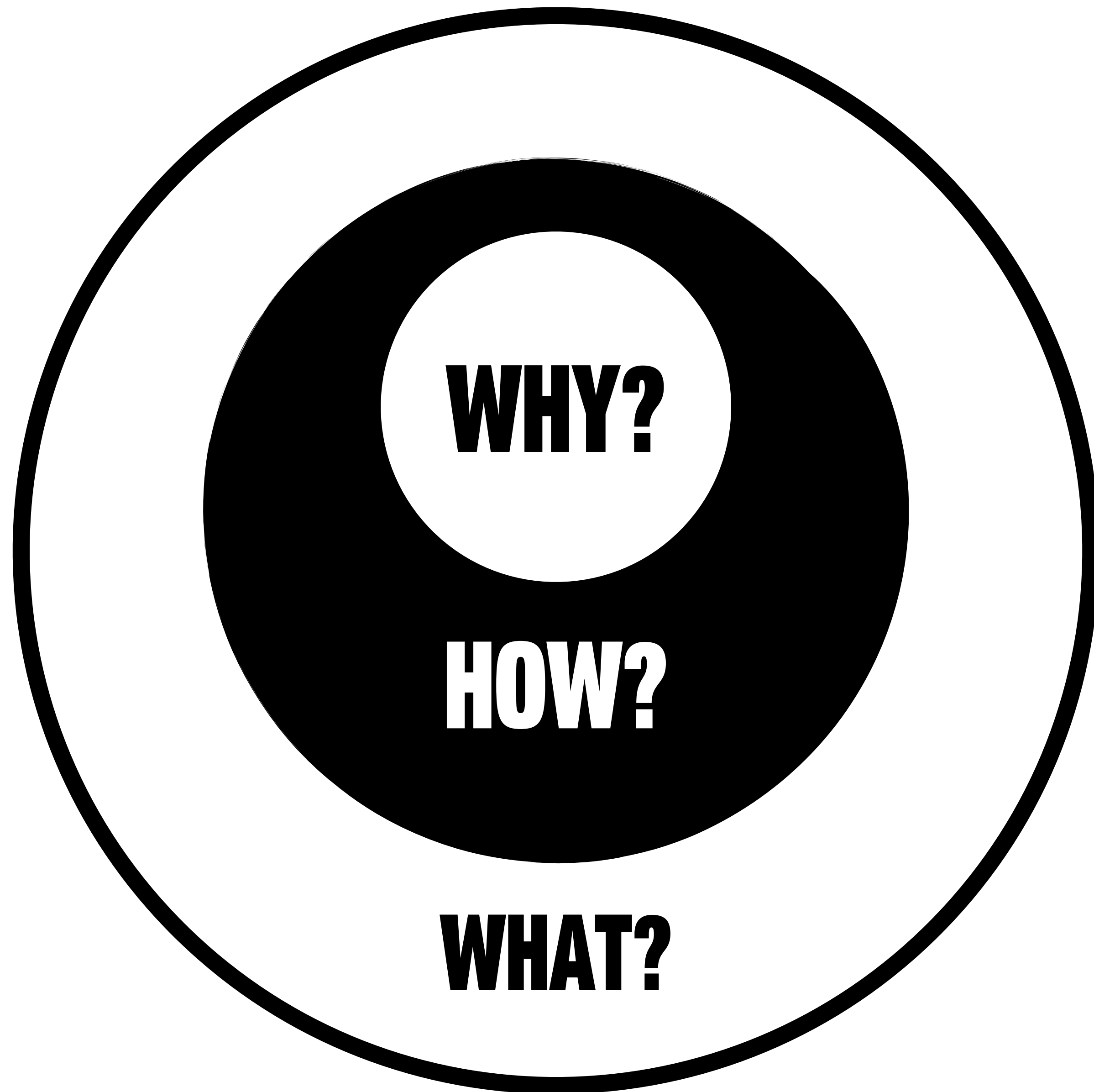




A WORLD WITHOUT US, A WORLD WITHOUT

ZEST FOR LIFE

MADE OF CREATIVITY, PASSION, DEDICATION, HOSPITALITY AND EMOTIONAL INVOLVEMENT.



BEAUTIFULLY SIMPLE PURPOSE

**A RELEVANT PURPOSE
WITH PEOPLE IN MIND**

OUR ROLE IN THE WORLD

WHY

THE REASON THAT MAKES US GO TO WORK EVERYDAY,
BEYOND HITTING COMPANY TARGETS AND TAKING HOME OUR OWN SALARY.

WHY

TO MASTER THE ART AND SCIENCE OF GOOD LIVING



IT'S NOT JUST ABOUT ENJOYING LIFE, BUT MAKING LIFE ENJOYABLE
EVERY DAY, FOR EVERYONE.

THE WAY WE MAKE WHAT WE DO RELEVANT




HOW

OUR COMPANY'S WAY.
OUR SIGNATURE, OUR UNIQUE WAY TO MAKE THINGS HAPPEN.
SPIRIT, TOUCH, KNOW-HOW.

HOW

**BY WELCOMING THE NEW
WITH FEARLESS CURIOSITY**

THAT'S OUR NATURE AND IT MUST GUIDE OUR FUTURE.

THE REAL OUTPUT OF OUR WORK

WHAT

WHAT WE REALLY SELL.
ITS MEANING, BEYOND THE TECHNICAL DESCRIPTION.

WHAT

THINGS THAT NURTURE HEART, MIND AND BODY

PRODUCT OF NATURAL INGENUITY COMBINED WITH A UNIQUE SENSE OF BEAUTY.

WHY

OUR ROLE IN THE WORLD

TO MASTER THE ART AND SCIENCE OF GOOD LIVING

IT'S NOT JUST ABOUT ENJOYING LIFE, BUT MAKING LIFE ENJOYABLE
EVERY DAY, FOR EVERYONE.

HOW

THE ITALIAN WAY

BY WELCOMING THE NEW WITH FEARLESS CURIOSITY

THAT'S OUR NATURE AND IT MUST GUIDE OUR FUTURE.

WHAT

OUR REAL OUTPUT

THINGS THAT NURTURE HEART, MIND AND BODY

PRODUCT OF NATURAL INGENUITY COMBINED WITH A UNIQUE SENSE OF BEAUTY.



WORK IN PROGRESS

M&CSAATCHI

ITALY NEEDS HER

BEAUTIFULLY SIMPLE

PURPOSE

HELP US

START THE JOURNEY



A FEW FINAL TIPS

HOW TO BRING THIS TOOLKIT IN YOUR EVERYDAY BUSINESS

USE AB TEST FOR YOUR CHEMISTRY MEETINGS

GIVE YOUR POINT OF VIEW WITHOUT BEING COMMITTED.
SPICE THE CONVERSATION UP WHILE TAKING THE “REAL” BRIEF.



CREATE YOUR OWN TOOLS MIX

YOU DON'T ALWAYS NEED THE FULL JOURNEY.
SHAPE IT ACCORDING TO YOUR/CLIENT'S NEEDS AND HAVE FUN.



SELL PURPOSE BECAUSE PURPOSE SELLS

IT'S GOOD FOR CLIENTS' BUSINESS, IT'S GOOD FOR OURS.
A MOMENT OF BONDING, BEYOND STRATEGY.



SEDUCE



PLAY



ENJOY



GRAZIE

