

N

ADVERTISING KIT

N

ADVERTISING KIT

2016/2017

NATUZZI

N

NATUZZI

BRANDING

NATUZZI
ITALIA

N

BRANDING

It's a way to increase awareness and consolidate the brand image into consumer's perception.

AVAILABLE FORMAT

Press Double Page | Press Single Page
600x300_Outdoor | 100x140_Outdoor
Digital | Video 15" - 30" (digital and TV)



Inspired by Puglia, we blend design, functions, materials and colours to create harmonious living.
Pasquale Natuzzi

Free Interior Design service available in our stores.
Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

Puglia, Italy

N



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NATUZZI
ITALIA

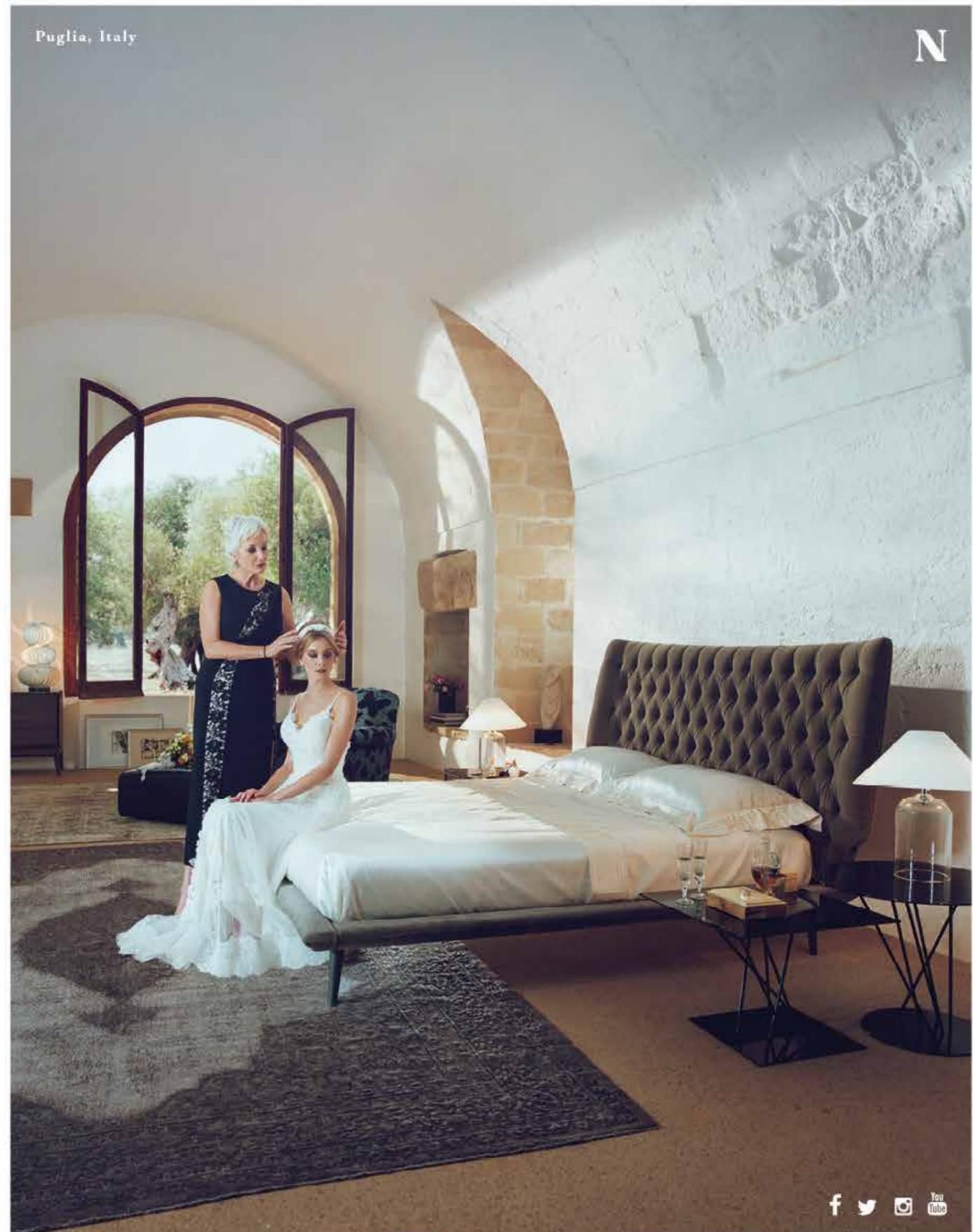
HARMONY
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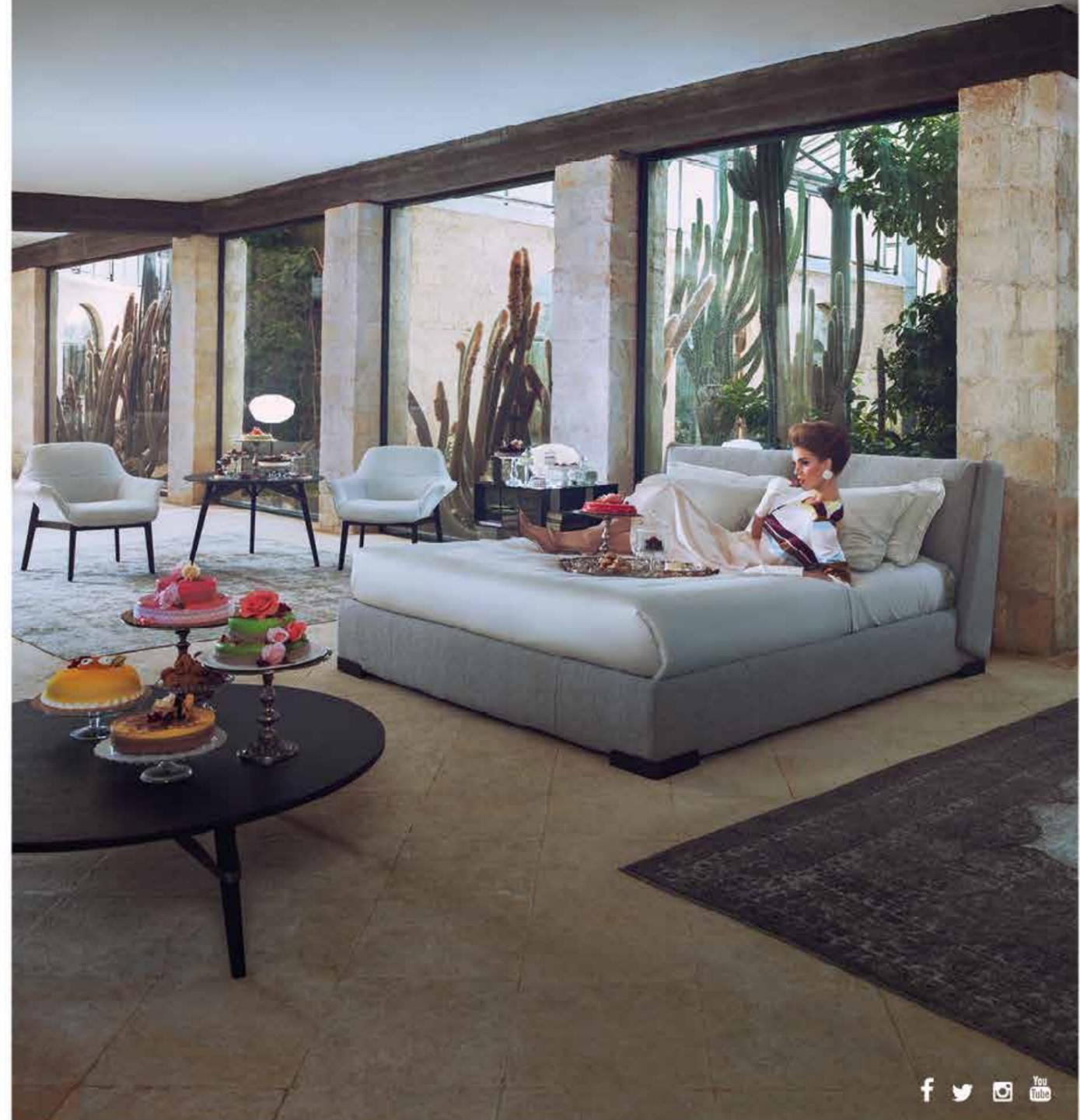
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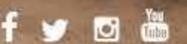
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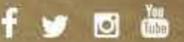
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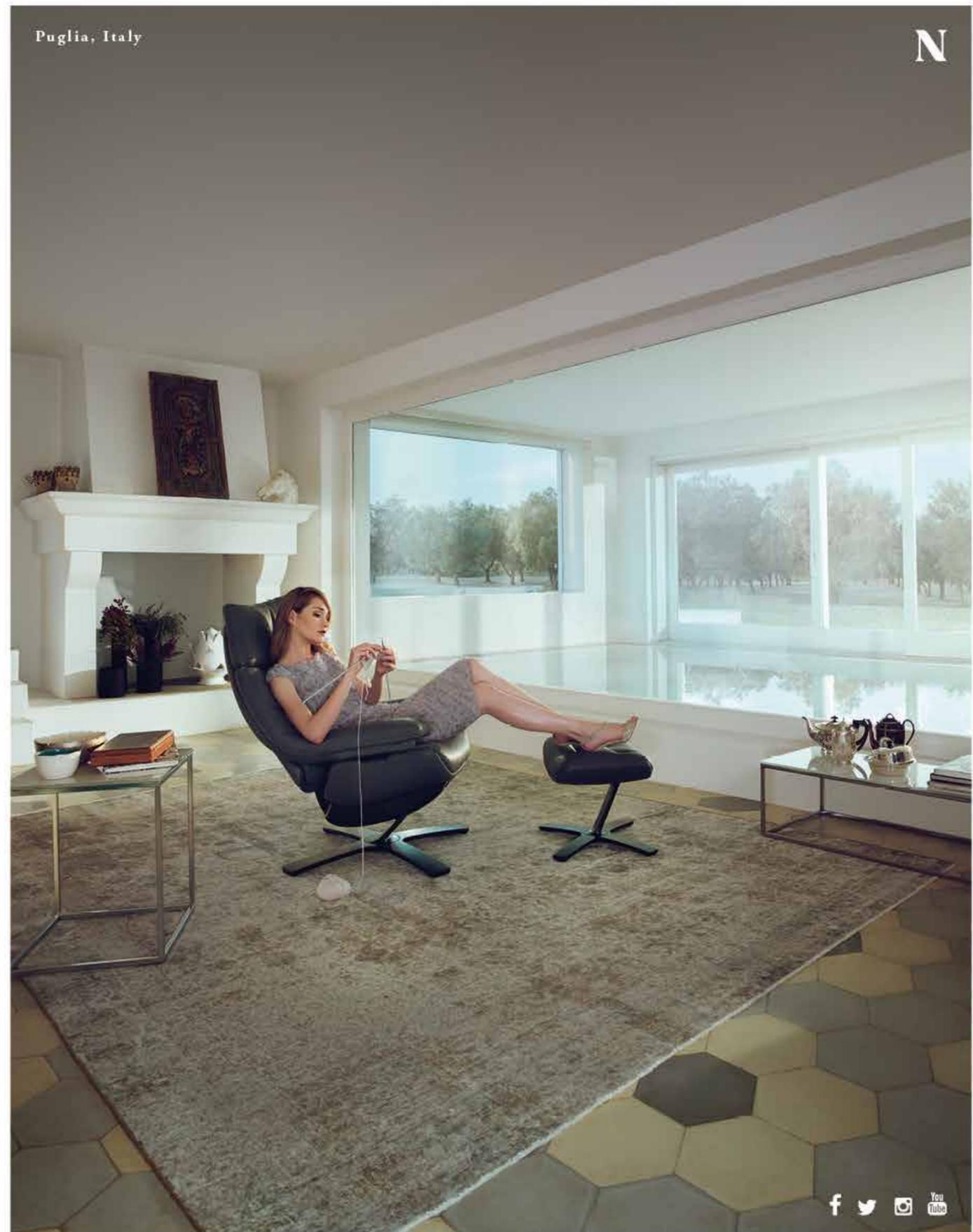
HARMONY
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Puglia, Italy

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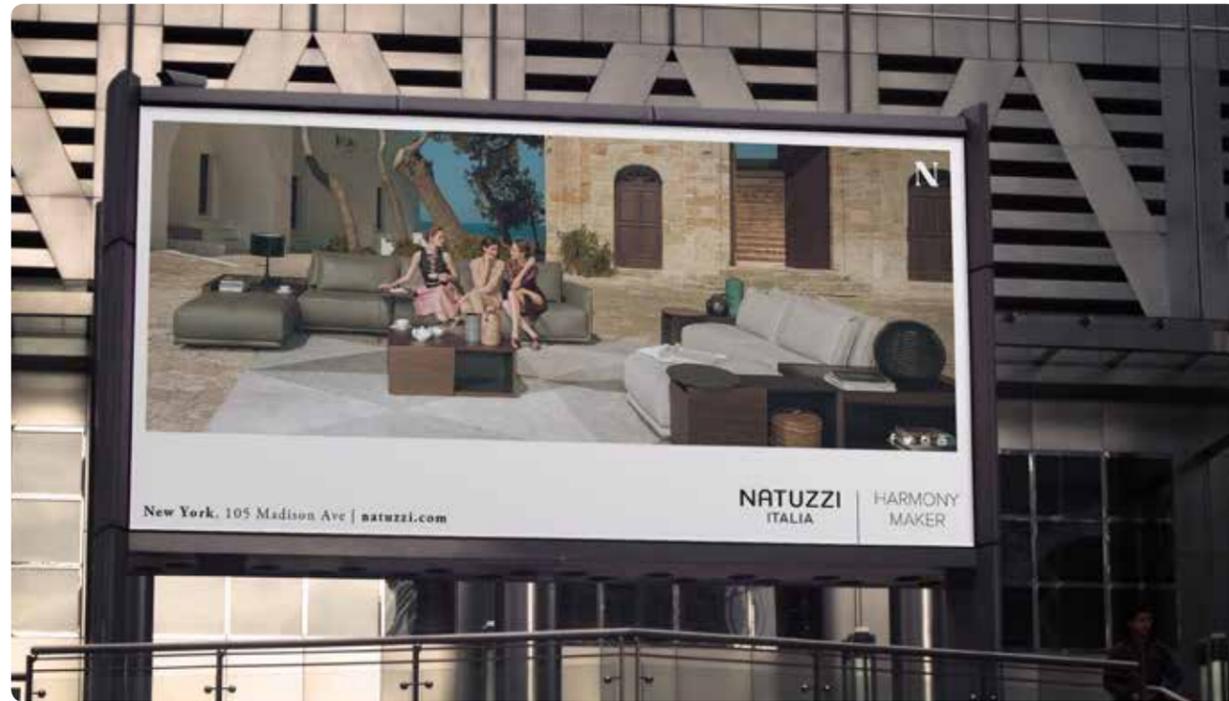
Free Interior Design service available in our stores.
Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

OUT OF THE STORE ADVERTISING

600x300



IN STORE ADVERTISING

BRANDING VIDEO



Harmony Maker Video



Soul Landscape Video

100x140



IN STORE ADVERTISING

EMOTIONAL VIDEO



Puglia Backstage 1



Puglia Backstage 2



Puglia Backstage 3



Harmony Maker Video



Harmony Maker Video Interview



Soul Landscape Video

IN STORE ADVERTISING

PRODUCT VIDEO



Borghese



Dorian



Forma



Long beach



Fidelio



Iago



Philo



Surround

TRAFFIC

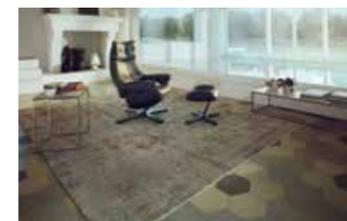
NATUZZI
ITALIA

N

TRAFFIC CAMPAIGN

For those times when you need to increase store traffic.

AVAILABLE SHOTS



Calendar*

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DIC
SALE	●	●					●	●				
NEW COLLECTION			●	●					●	●		
10 DAYS				●	●					●	●	
MOTION/LEATHER/SOFA BED					●	●					●	●
NEW OPENING												

* Subject to local marketing plan

Puglia, Italy

HARMONIOUS LIVING, NOW ON SALE

N



Our collection, entirely Made in Italy, blends design, functions, materials and colors to create harmony. Visit our stores and enjoy up to XX% off for a limited time only.

Free Interior Design service available in our stores. Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

SALE



Press Double Page



Press Single Page

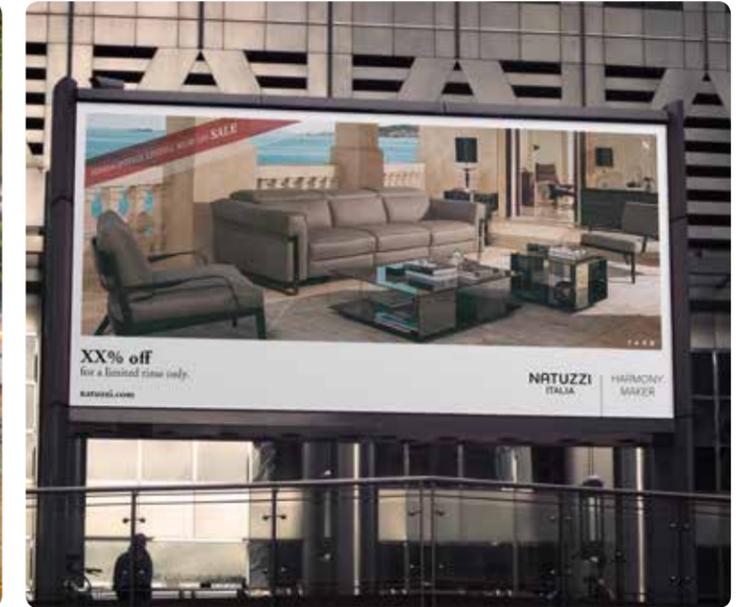


Front

Hang Tag



100x140_Outdoor



600x300_Outdoor



Door Drop Card



Window Decal



Table Display



Video

Puglia, Italy

10^{days of} Harmony

N



Enjoy up to 20% off on our collection of living, dining, bedroom solutions and furnishing accessories, entirely made in Italy since 1959. Only until June 20th.

Free Interior Design service available in our stores.
Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

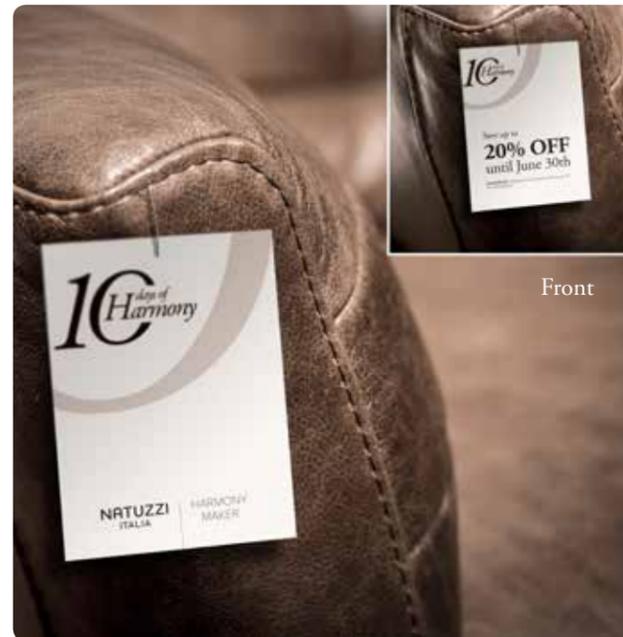
10 DAYS PROMO



Press Double Page



Press Single Page



Front

Hang Tag



100x140_Outdoor



600x300_Outdoor



Door Drop Card



Window Decal



Table Display



Video 15"- 30"

Puglia, Italy

N

A NEW COLLECTION

Our Italian expression of harmony



Our stores present a brand new collection of living, dining bedroom solutions and furnishing accessories entirely made in Italy since 1959. We blend design, functions, materials and colors to create harmony for every space. Experience a warm welcome in-store and discover our latest offers.

Free Interior Design service available in our stores. Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

NEW COLLECTION LAUNCH



Press Double Page



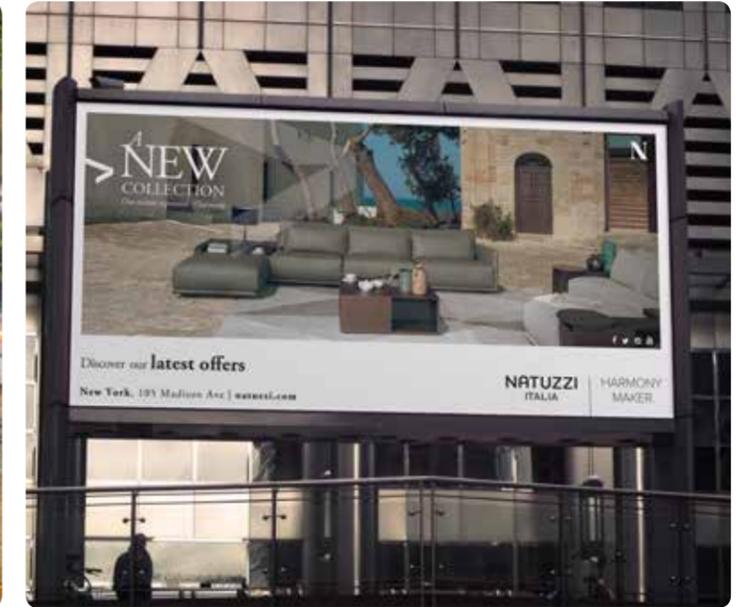
Press Single Page



Door Drop Card



100x140_Outdoor



600x300_Outdoor



Flyer



Window Decal



Table Display



Video 15"- 30"

Puglia, Italy

N

*LEATHER
in harmony*



Until July 30th, all our leather coverings are available with a FREE upgrade.

Free Interior Design service available in our stores.
Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

LEATHER UPGRADE PROMO



Press Double Page



Press Single Page



Front

Hang Tag



100x140_Outdoor



600x300_Outdoor



Door Drop Card



Window Decal



Table Display



Video 15"- 30"

Puglia, Italy

N

*Harmony in
MOTION*



Until July 30th, your new sofa's motion system comes FREE.

Free Interior Design service available in our stores.
Find the nearest one at natuzzi.com

NATUZZI
ITALIA

HARMONY
MAKER

MOTION UPGRADE PROMO



Press Double Page



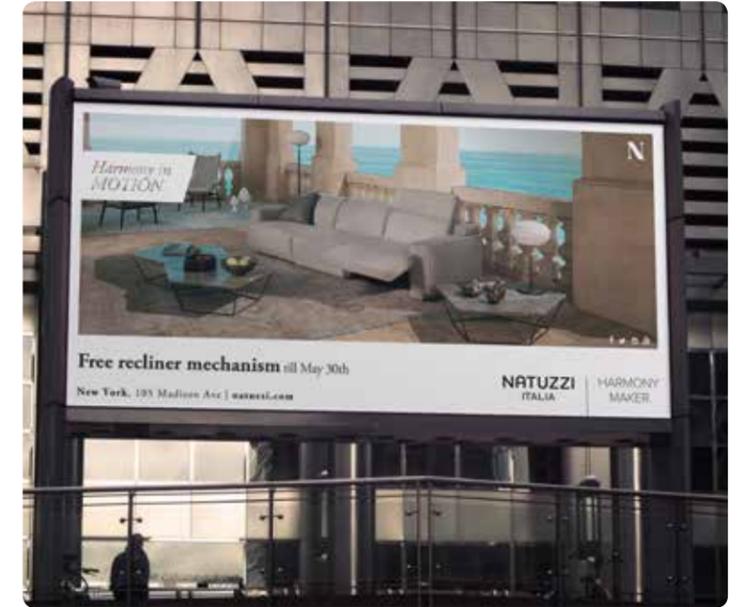
Press Single Page



Window Decal



100x140_Outdoor



600x300_Outdoor



Door Drop Card

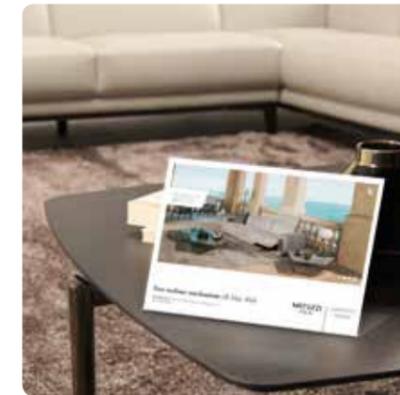


Table Display



Hang Tag



Flyer



Video 15"- 30"

Puglia, Italy

N

A NEW STORE

Our expression of harmony



natuzzi.com



Our collection, entirely Made in Italy, blends design, functions, materials and colors to create harmony. Discover it at our new store in Florence.

GIORMANI: Firenze, Via Francesco Petrarca, 27 Tel XXXXXXX

NATUZZI
ITALIA

HARMONY
MAKER

NEW STORE OPENING



Press Double Page



Press Single Page



Invitation Card



100x140_Outdoor



600x300_Outdoor



Door Drop Card



Window Decal



Flyer

BRANDING

NATUZZI
EDITIONS

BRANDING

Double Page without Dealer Logo



THE BEST PLACE TO SIT IN YOUR MOVIE THEATRE.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

NATUZZI EDITIONS



COMFORT LULLABY.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

NATUZZI EDITIONS

BRANDING

Double Page with Dealer Logo



THE BEST PLACE TO SIT IN YOUR MOVIE THEATRE.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

DEALER LOGO

NATUZZI EDITIONS



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DEALER LOGO

NATUZZI EDITIONS



FALL IN LOVE WITH COMFORT.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

NATUZZI EDITIONS



COMFORTABLE GRANDSTAND.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

NATUZZI EDITIONS



FALL IN LOVE WITH COMFORT.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

DEALER LOGO

NATUZZI EDITIONS



COMFORTABLE GRANDSTAND.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

DEALER LOGO

NATUZZI EDITIONS



A LIVING ROOM INSIDE YOUR LIVING ROOM.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

NATUZZI EDITIONS



A LIVING ROOM INSIDE YOUR LIVING ROOM.

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1958. Comfort that combines design and function, allowing you to seize every moment of your life.

DEALER LOGO

NATUZZI EDITIONS

BRANDING

DEM

If you cannot see this message correctly, please [click here](#).

NATUZZI
EDITIONS



FALL IN LOVE
WITH COMFORT.

DISCOVER MORE

Discover true love for comfort. This is what you find in our stores when choosing a sofa from our collection designed entirely in Italy and made in Natuzzi since 1959. Comfort that combines design and function, allowing you to seize every moment of your life.



Address address address address address

natuzzi Editions.com - follow us on   

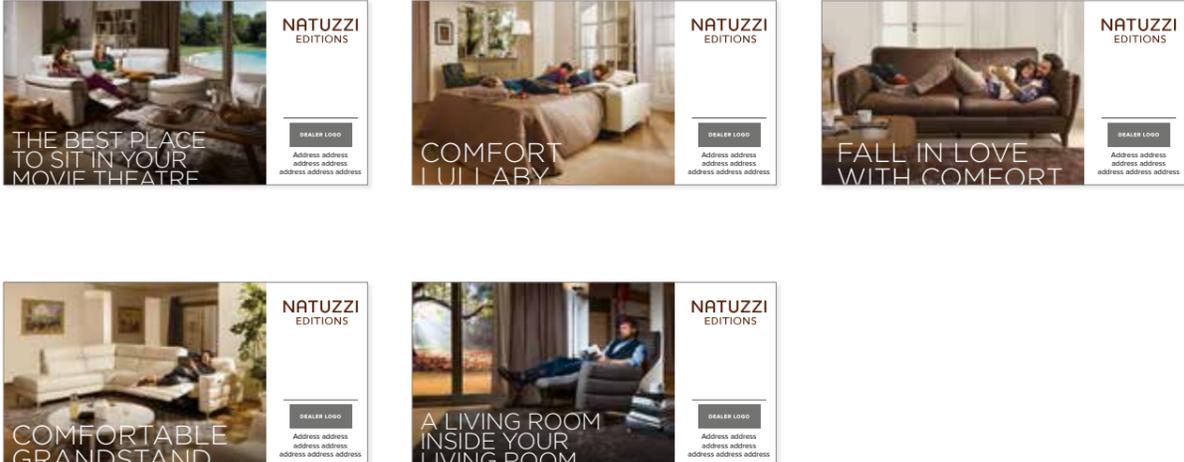
BRANDING

600 x 300 Outdoor without Dealer Logo



This grid displays six variations of a 600 x 300 outdoor advertisement layout. Each layout features a lifestyle image on the left and a white sidebar on the right. The sidebar contains the 'NATUZZI EDITIONS' logo at the top, followed by the headline, a 'DEALER LOGO' placeholder, and a placeholder for the address. The headlines are: 'THE BEST PLACE TO SIT IN YOUR MOVIE THEATRE.', 'COMFORT LULLABY.', 'FALL IN LOVE WITH COMFORT.', 'COMFORTABLE GRANDSTAND.', 'A LIVING ROOM INSIDE YOUR LIVING ROOM.', and 'A LIVING ROOM INSIDE YOUR LIVING ROOM.' (repeated).

600 x 300 Outdoor with Dealer Logo



This grid displays six variations of a 600 x 300 outdoor advertisement layout, identical to the previous grid but including a 'DEALER LOGO' placeholder in the sidebar. The headlines are: 'THE BEST PLACE TO SIT IN YOUR MOVIE THEATRE.', 'COMFORT LULLABY.', 'FALL IN LOVE WITH COMFORT.', 'COMFORTABLE GRANDSTAND.', 'A LIVING ROOM INSIDE YOUR LIVING ROOM.', and 'A LIVING ROOM INSIDE YOUR LIVING ROOM.' (repeated).

TRAFFIC

NATUZZI
EDITIONS

PROMOTIONAL ADV

Double Page with Dealer Logo



FALL IN LOVE WITH COMFORT.

THE COMFORT OF LEATHER AT THE PRICE OF FABRIC.

From XX to YY MONTH 2016, take home a leather covering for the price of a fabric one. An exclusive offer for you to enjoy when you discover our sofas, designed in Italy and Made in Natuzzi since 1959.

	Lorem ipsum dolor sit amet. 1.350€
	Lorem ipsum dolor sit amet. 1.350€
	Lorem ipsum dolor sit amet. 1.350€
	Lorem ipsum dolor sit amet. 1.350€

NATUZZI
EDITIONS

DEALER LOGO Address address address address Address address address address address address

SALE

Double Page with Dealer Logo



TOTAL COMFORT, INCLUDING THE PRICE.

From XX to YY/ZZ 2016, discover the comfort of Natuzzi Editions at up to 20% off.

DEALER LOGO Address address address address Address address address address address address

NATUZZI
EDITIONS

Single Page with Dealer Logo



FALL IN LOVE WITH COMFORT.

	
Lorem ipsum dolor sit amet. 1.350€	Lorem ipsum dolor sit amet. 1.350€
	
Lorem ipsum dolor sit amet. 1.350€	Lorem ipsum dolor sit amet. 1.350€

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NATUZZI
EDITIONS

DEALER LOGO Address address address address Address address address address address address

Double Page without Dealer Logo



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Address address address address Address address address address address address

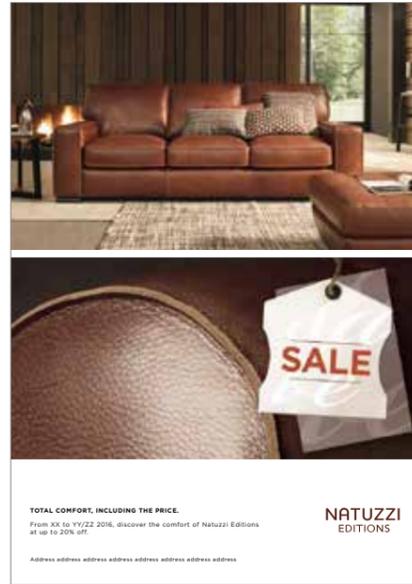
NATUZZI
EDITIONS

SALE

Single Page with Dealer Logo

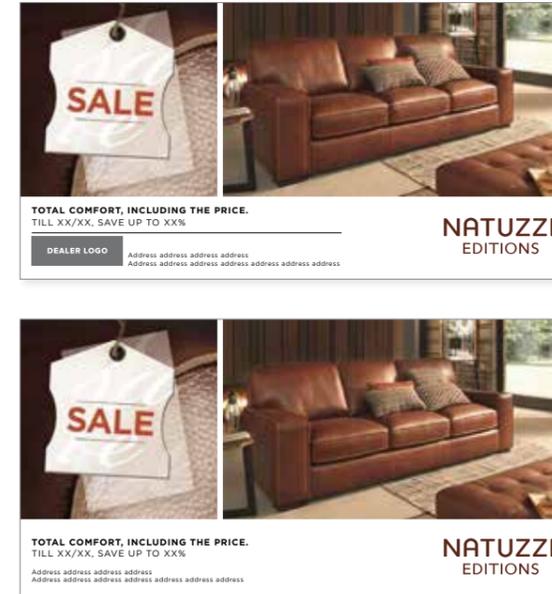


Single Page without Dealer Logo



SALE

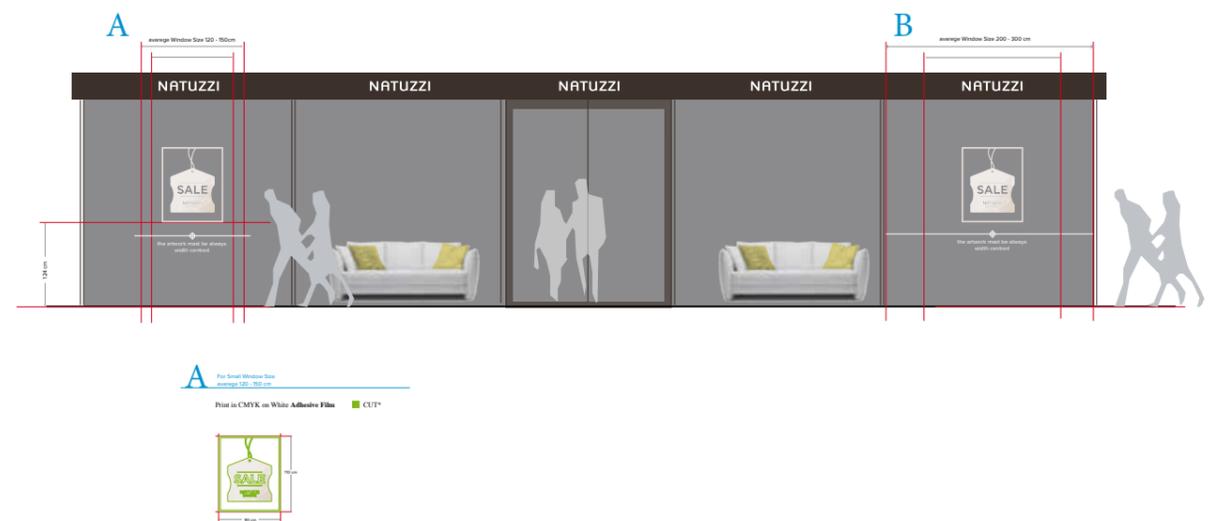
600x300 with and without Dealer Logo



DEM



Window Decal

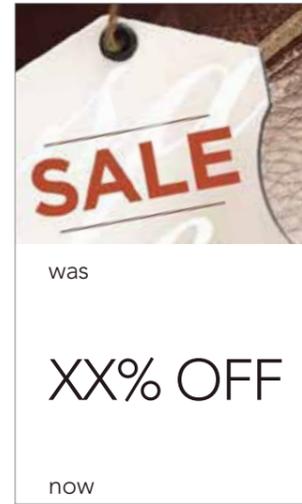


SALE

Table Display



Hang Tag



SPRING SALE

Single Page with Dealer Logo



Single Page without Dealer Logo



DEM



SPRING SALE

Window Decal

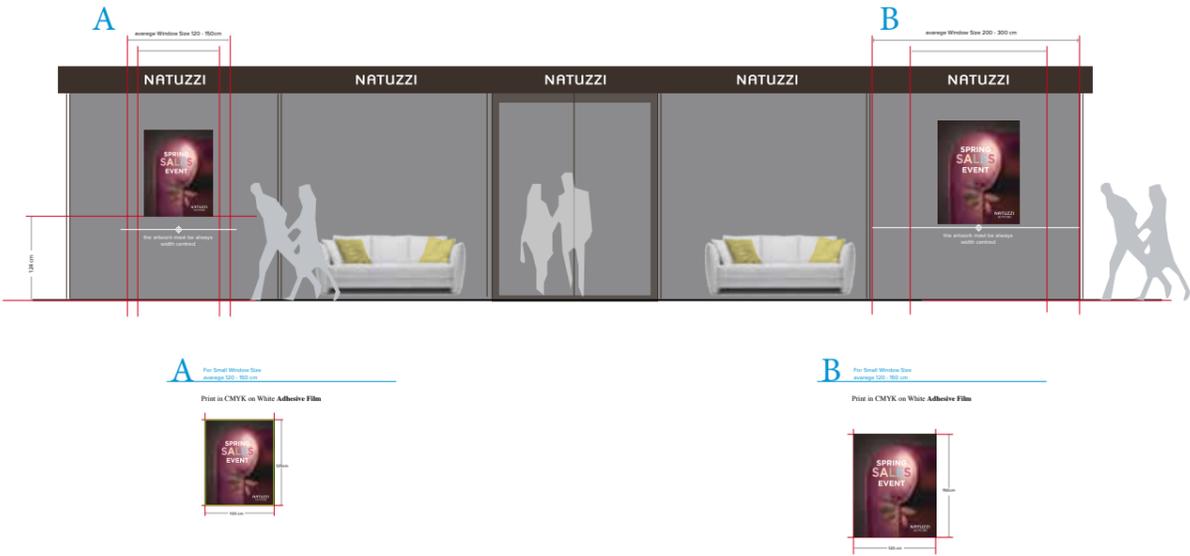


Table Display



MOTHER'S DAY

Double Page with Dealer Logo



Double Page without Dealer Logo



MOTHER'S DAY

Single Page with Dealer Logo



Single Page without Dealer Logo



MOTHER'S DAY

Window Decal



DEM



Table Display



FLYER

NATUZZI
EDITIONS

AVAILABLE SHOTS



A399



A721



B746



B757



B757



B760



B764



B790



B791



B792



B795



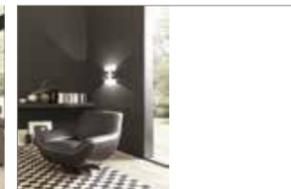
B805



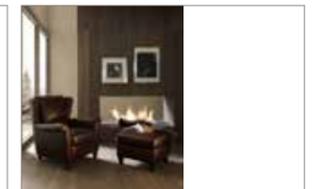
B814



B817



B840



B843



B845



B846



B848



B856



B858



B861



B869



B875

VIDEO

NATUZZI
EDITIONS

MOOD VIDEO



IN STORE ADVERTISING

PRODUCT VIDEO



B634 Tommaso



B757 Daniele



B790 Umberto



B795 Luca



B814 Stefano



B875 Sandro



B889 Arianna



B939 Emilio



B940 Giorgio



B943 Orlando



B958 Sofia



B969 Davide



B976 Salvatore



B979 Lorenzo



B994 Federica

DIGITAL PLAN

NATUZZI

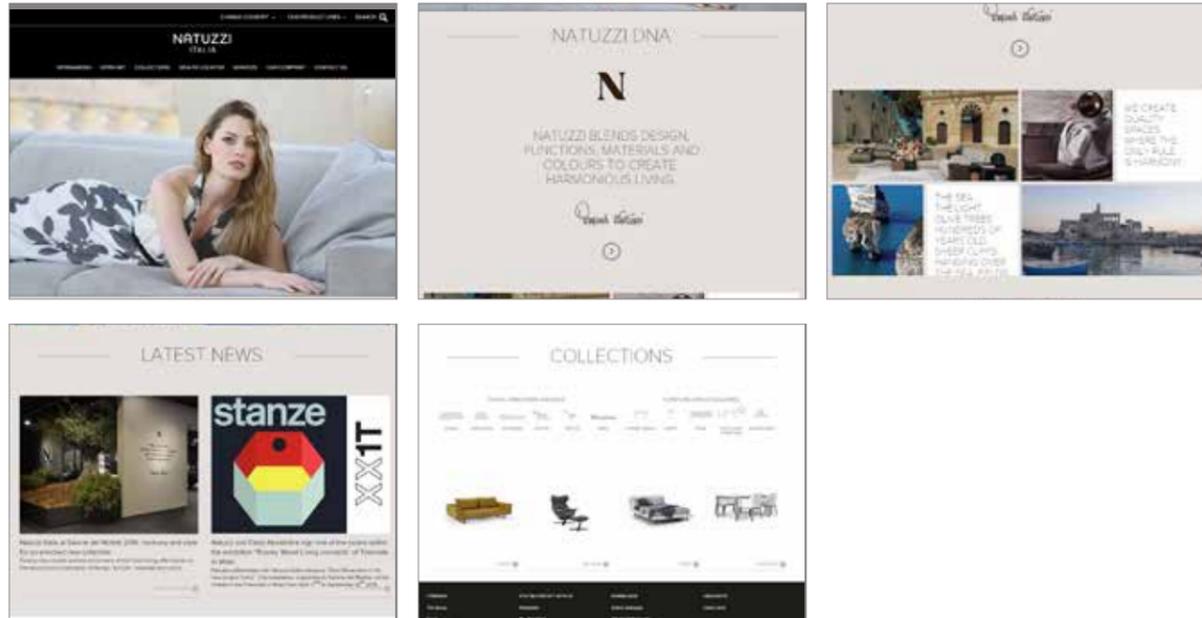
HIGH LIGHTS 2016

NEW NATUZZI ITALIA WEBSITE

- 27 country websites
- 11 different languages
- 1 international website
- 500.000 visits/month

BENEFITS

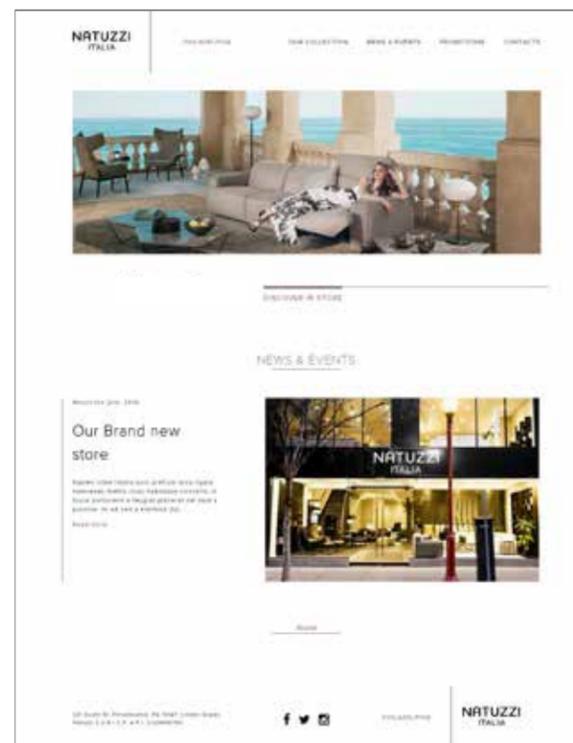
- 1 Lead generation approach
- 2 Improvement of the product browsing
- 3 Improvement of the Search Engine Optimization (SEO)
- 4 Improvement of the Natuzzi storytelling on a global scale based on integrated communication contents



STORE-DEDICATED WEBSITE

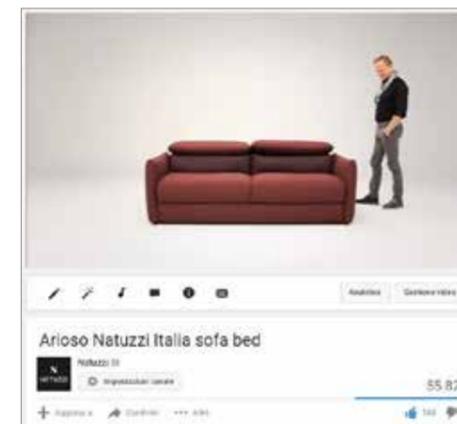
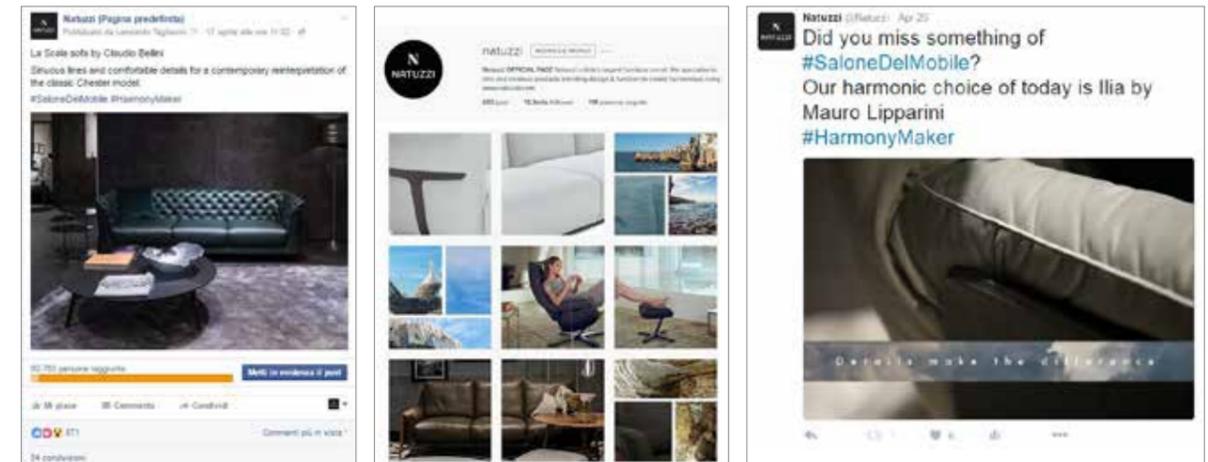
Benefits

- 1 proactive support to local marketing activities
- 2 dedicated product collection



SOCIAL MEDIA LEADERSHIP*

- FB: 172.000 likes (first place)
- TW: 13.000 followers (first place)
- IG: 10.300 followers
- YouTube: 50.000 monthly views



*Direct competitors

2016 MACRO TRENDS



- Total number of internet users has grown by 10%
- Total number of active users on social networks has grown by 219 millions (+10%)
- People that use mobile devices has grown by 4% (+141 millions)
- The most growing figure is the number of people that use social networks on their mobile devices: +17% (+283 millions)
- More and more people tend to prefer smartphones over computers

Source: WE ARE SOCIAL

SOCIAL MEDIA COMPETE WITH SEARCH

- Social Media is replacing search as the dominant method for contents discovery
- Millennials, in particular, have little patience for desktop content in a mobile world: they are 15% more likely to find device optimization to be an important aspect of the content they seek compared with 35 to 55 years old

Implications for marketers

Tap into the social networks of power sharers with snackable content optimized for mobile devices

GO NATIVE: CUSTOM-FIT CONTENT FOR DIGITAL CONSUMERS

- A growing number of internet users adopting ad-blocking software; banners becoming increasingly ineffective on mobile
- Native adv will be an important way to engage consumers, drive brand awareness and generate leads across the consumer journey

Implications for marketers

Consider the role native adv can play to circumvent ad-blocking and assess the changes that need to be made to the creative process

ONLINE VIDEO REVOLUTION: VIDEO WILL BE LEADER IN ONLINE ADV

- Contents will drive the audiovisual consumption, especially on social media platforms like facebook and twitter
- Evolution in video adv formats: from horizontal to vertical (better user experience); increasing usage in gif to drive engagement on social media

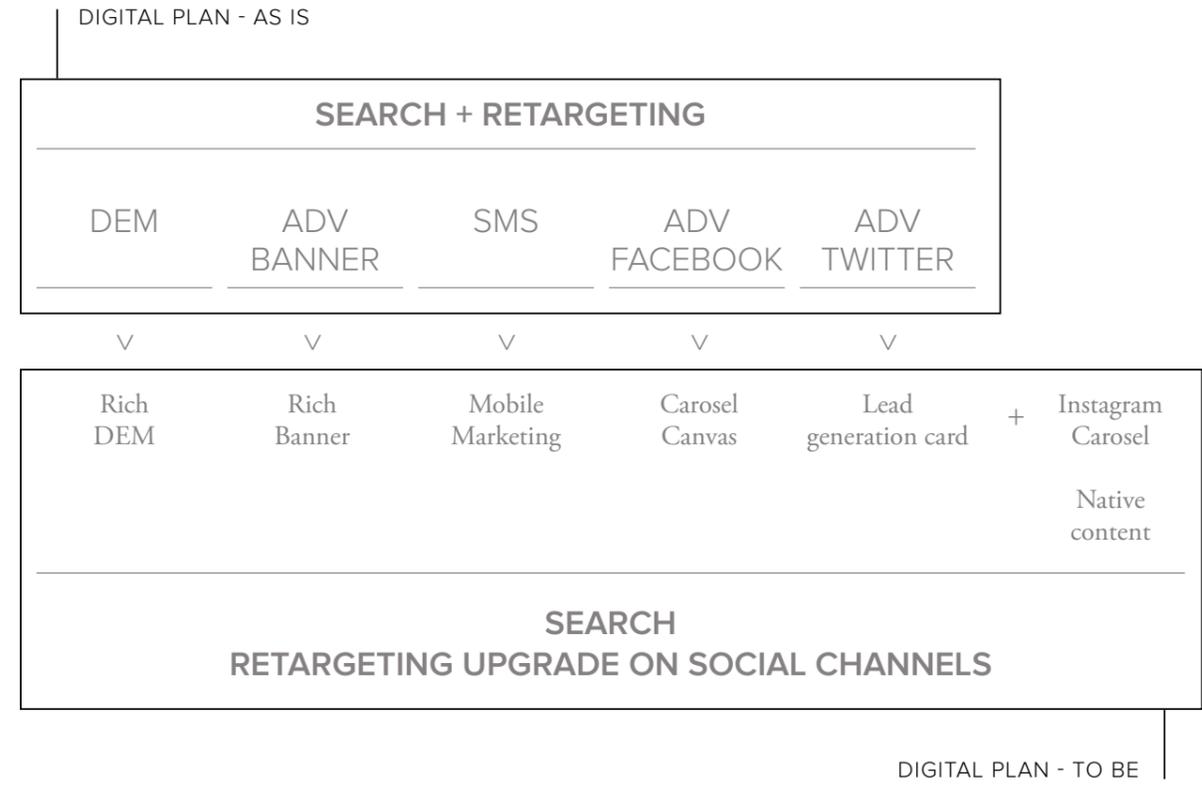
Implications for marketers

Consumers watch increasing of video contents across a diverse range of outlets: find a balance between “push” and “pull” brand content. Leverage programmatic video to deliver the right message to the right consumer at the right time.

Source: Vivaki

3 PILLARS

- RICH MEDIA** > Exclusive use of videos, audios and other interactive elements that encourage users to interact with contents.
- MOBILE CONTENTS** > Content is conceived and developed to be used exclusively on mobile. Touch screen experience
- COUPONING** > Development of promotions that use couponing as a tool for maximizing the lead generation.



DRIVERS IN SELECTING THE MEDIA:

- LEAD GENERATION FIRST
- VIDEO FORMAT
- CONSISTENCY OF THE MEDIA WITH THE NATUZZI ITALIA TARGET
- EASE/QUICKNESS IN THE IMPLEMENTATION OF THE TOOL

MEDIA PLAN SALE CAMPAIGN

	V	S	D	L	M	M	G	V	S	D	L	M	M	G	V	S	D	L	M	M	G	V	S	D	L	M	M	
	-10	-9	-8	-7	-6	-5	-4	-3	-2	-1	1	2	3	4	5	6	7	8	9	10	11	...	15	...	W-1	...	30	
Native content				•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
FB carosel											•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
FB canvas																												
IG carosel											•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Rich banner																			•	•	•	•	•	•	•	•	•	
Rich DEM						PS+G																						
Mobile marketing						PS+G																				LDS		
Couponing					PRE-SALE + GIFT							GIFT																
Search				•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
Retargeting				•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	

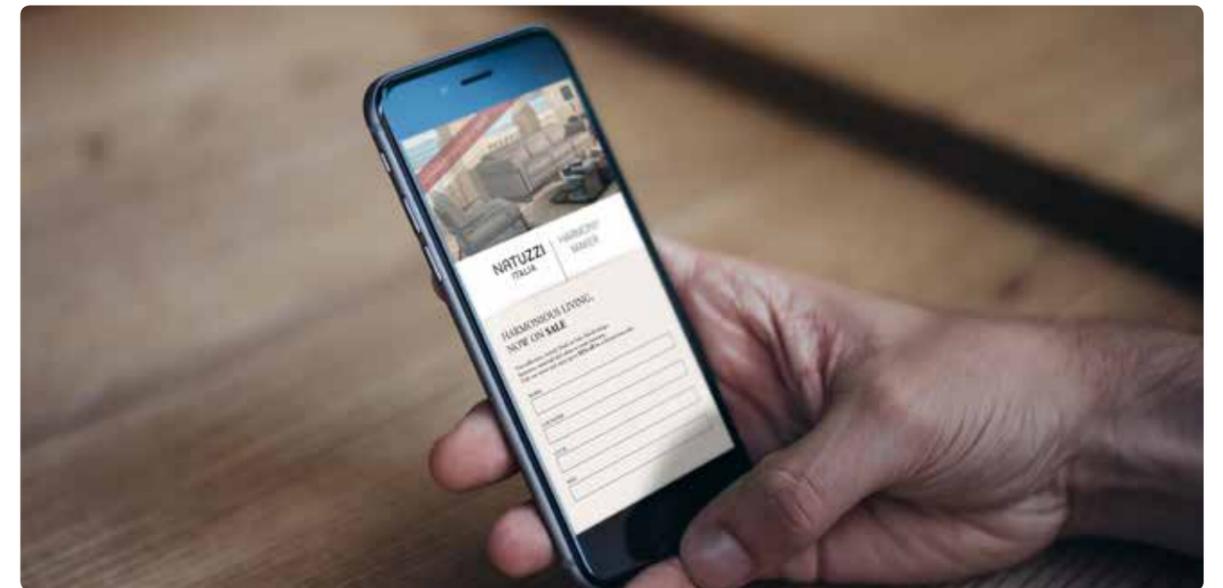
← PRE-SALE → ← SALE →

LEGEND:
 - PS+G: PRE-SALE + GIFT
 - LDS: LAST DAYS SALE

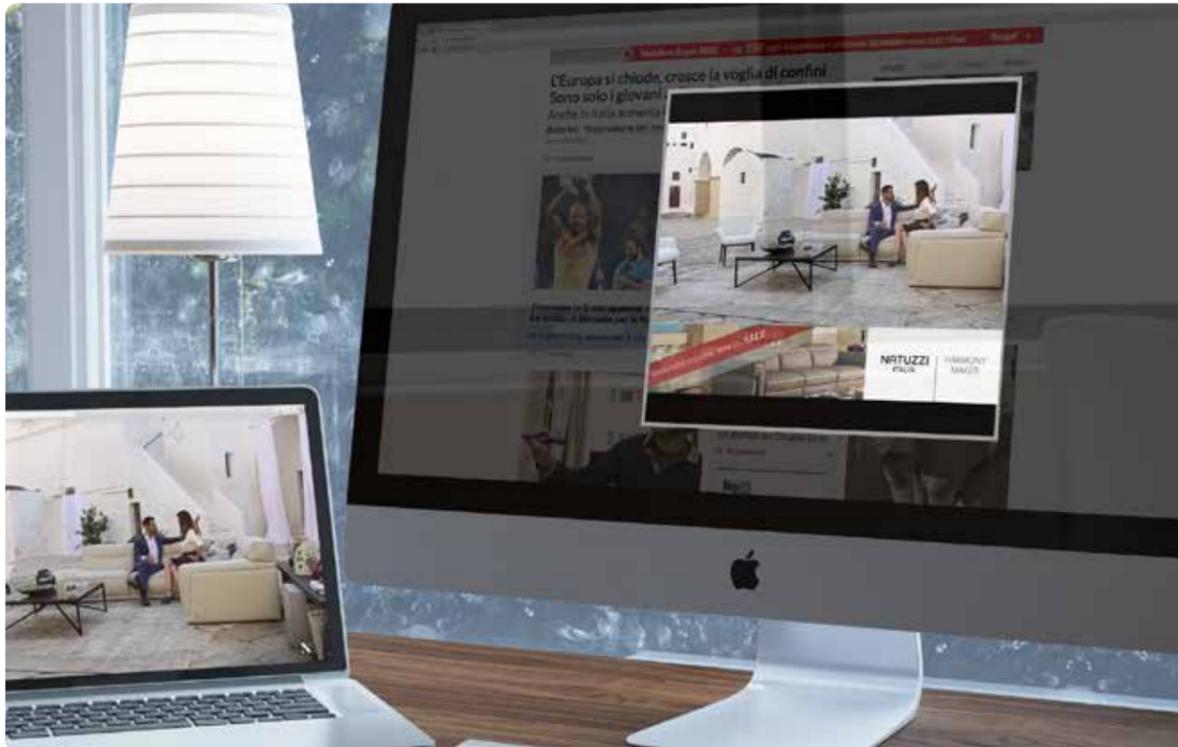
RICH DEM



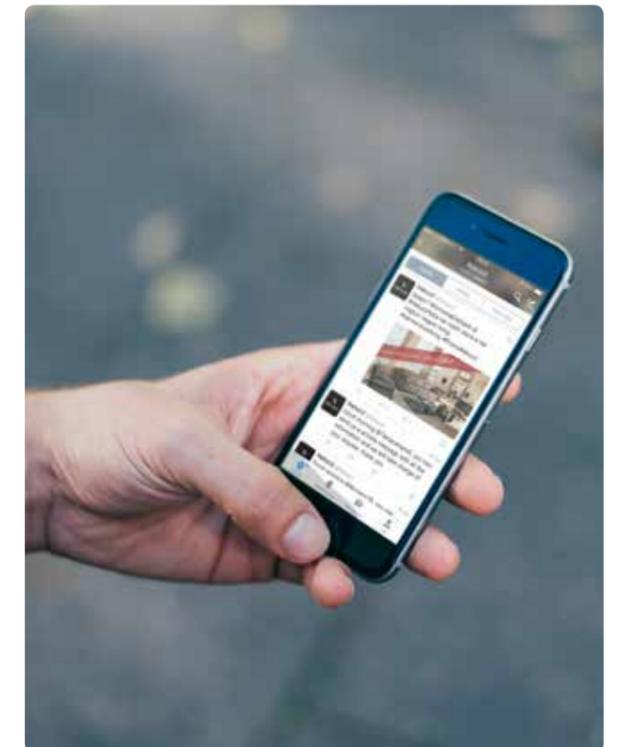
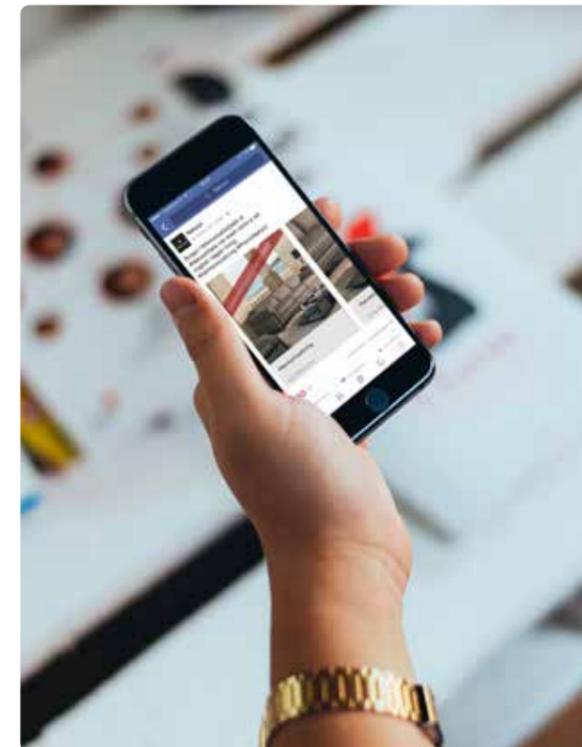
MOBILE MARKETING



RICH BANNER



ADV SOCIAL



DETAILS AT NATUZZI.COM/RETAILCONGRESS2016

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