



SUCCESS STORY | BRAND ENGAGEMENT | BRAND & MARKETING MODEL INNOVATION

Client: Italian Service Company in Food Industry

Objective: To create an integrated model for service marketing and commercial activities, and for higher internal brand engagement

Specific Point: Business Vision and Brand DNA

The entire marketing, commercial, and customer-care functional teams were involved in the creative **BRAINING** process (**BRN-ALDEHYDE MBS®**), combined with the mentoring program and experiential events focused on brand values, behaviors, and marketing and commercial drivers. In parallel, the top management and selected internal teams were working on defining strategic priorities and a statement of the internal and external brand vision. Top-down and bottom-up obtained results were shared, aligned, and improved. A new Brand & Marketing Model was approved and introduced as an additional element of a company culture and business offering.

