



ZANONE

Digital communication strategy construction

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Who are we?



RAFAELLA DE GUZMAN

22 years old
Ecuador
Savannah College of Art and
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BFA Fashion Marketing and
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MELISSA GARGIULLO

23 years old
Switzerland
Istituto Marangoni
Diploma in Fashion
Communication and New Media



CHEN MINGAO

22 years old
China
Beijing Foreign Studies University
Diploma in
Business Administration

Brief

We started by **analyzing Slowear as an umbrella brand**, then moved to the analysis of **the history and brand identity of Zanone**.

Following this, **the competition was underlined and a positioning map** made it possible to see where Zanone stands compared to its competition.

We then focused on the **online presence of Zanone**, by mentioning the platforms they are on and finding solutions to the problems they have. **Some ideas to engage the consumer on social media** and online were implemented as well.

Following up, **we found PR and Marketing strategies that Zanone could benefit from**, such as a capsule collection, guerilla marketing and an event. Finally, **the digital environment was analyzed** and we came up with ideas such as in-store totems and Instagram shopping tags, that would create a positive consumer experience.

Slowear Analysis

What stands at the core of Slowear identity?

Family business
Quality over quantity
Sustainability
Italian Lifestyle

Who is the Slowear potential customer?

Men who care about good
quality clothes
Elegant italian lifestyle that
is reflected

What are the key elements of the Slowear identity?

Ethical
Sustainable
Durable fashion

ZANONE - Overview, Brand Identity and Target



OVERVIEW

- Since 1984.
- Made in Italy.
- Menswear
- Focus on Knitwear.
- Materials used: wool and yak mixes, cashmere, silk blends, as well as pure wool.

BRAND IDENTITY

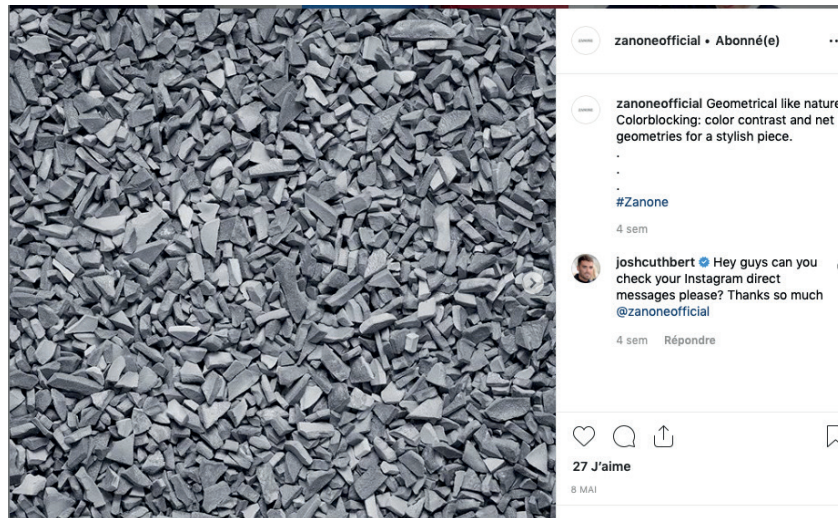
- Made in Italy.
- Outstanding materials.
- Minimalist.
- Elegance.
- High quality.

TARGET

Men between 25 and 50 years old.

Visual identity

- Focus on materials and on textures.
- Natural and neutral colors are preferred.
- Fonts used are strong and modern.



Visual identity

- Zanone in the shopping windows of Rinascente in mid-june 2019.
- We see an innovative way of promoting Zanone.
- Slowear brands were also there.
- The Zanone promotion focuses on yarn and knitwear (the key element of the brand).
- The visibility is huge for these Slowear brands, especially prior mens fashion week.



SWOT Analysis

STRENGTHS

- Family owned business
- Italian reputation on hand made goods
- Part of a house of brands
- Sold in major retailers
- High quality material

OPPORTUNITIES

- Be more brand focused
- Extend to international commerce
- Use the Italian heritage and manufacturing reputation
- Extend on design
- Do a collaboration within the company

WEAKNESSES

- Family owned business
- Slowear is too big and there is low differentiation made
- Little is known of this brand
- Too focused on a single target (men)
- Not advertised
- Not consistent on all channels
- Clothing is seasonal

THREATS

- The number of competition using the same differentiation point
- Easy to copy designs
- Consumer may get confused
- The differentiation point is repeated through different Italian companies

Competition

LORO PIANA

- Made in Italy
- High quality
- High price
- Luxury cashmere and wool products

UNIQLO

- Mid-quality
- Low to mid-price
- Focus on wool and cashmere

BRUNELLO CUCINELLI

- Made in Italy
- High quality
- High price
- Cashmere products
- Emphasis on craftsmanship

PURE COLLECTION

- British brand
- Focus on cashmere
- Timeless designs
- Tradition and heritage at the centre of their philosophy

FEDELI

- Made in Italy
- Family business
- Mid-price
- Italian style
- Focus on cashmere

FALCONERI

- Made in Italy
- Focus on cashmere and wool knitwear
- High quality
- Mid-price
- Respect for tradition and creativity

JOHN SMEDLEY

- British brand
- Focus knitwear
- High quality
- Mid-price

Positioning Map



ZANONE

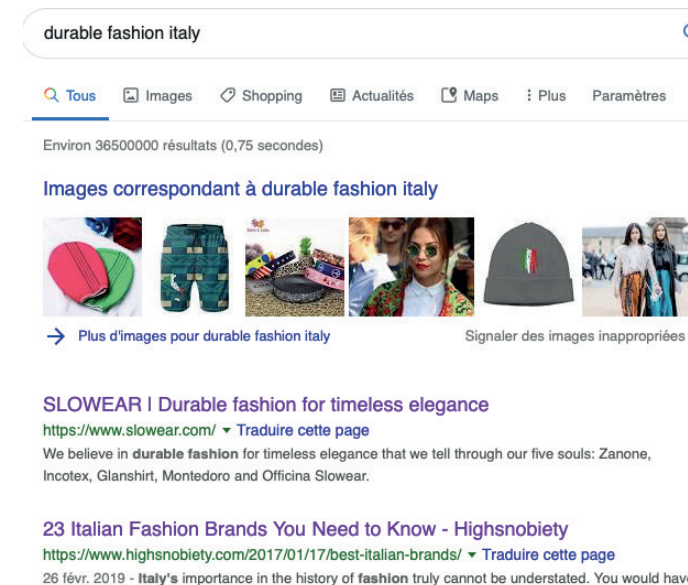
Online Presence - E-commerce

Slowear.COM

- The website is quite confusing because we don't know if it's an e-commerce or one brand alone
- Under Slowear (umbrella). The issue here is that when one clicks on the brand, the products do not come up right away

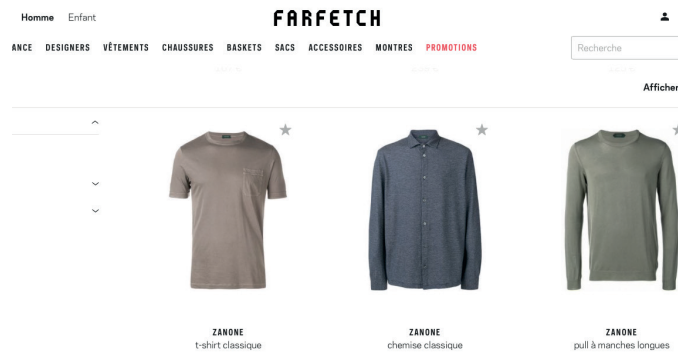


- The only way to find Slowear in the Google search without typing the name is by putting « durable fashion italy ».



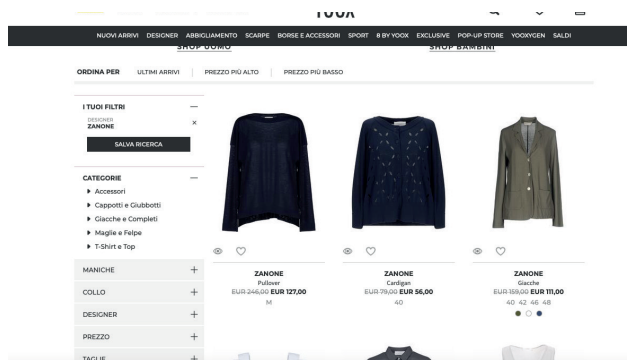
Online Presence - E-commerce

FARFETCH.COM

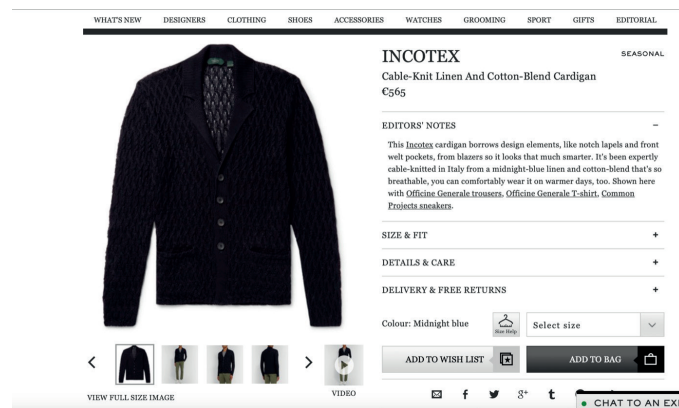


- Zanone is present on these e-commerces
- The main issue is on Mr Porter, where Zanone is under Incotex. This is **confusing**
- On Yoox we can find a women collection as well

YOOX.COM



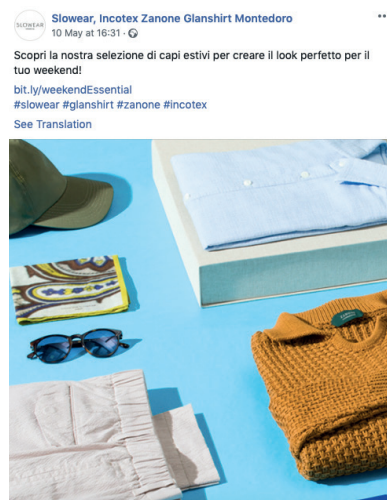
MR PORTER.COM



ZANONE

Online Presence - Social Media

FACEBOOK (under Slowear)



Problems

Use of Italian AND English in the caption for two same posts.

Last Zanone related post is from before April 2019.

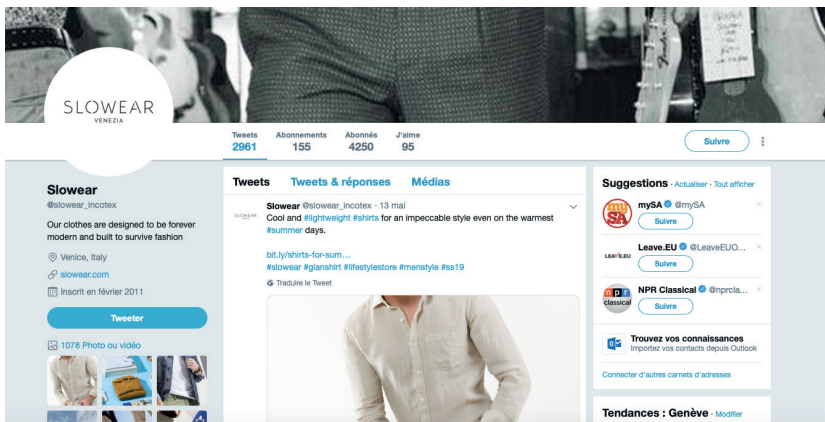
Solutions

Post one post with both languages, to not confuse the consumer.

Post more about Zanone (inspired by its Instagram for example)

Online Presence - Social Media

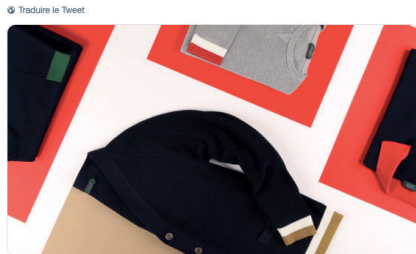
TWITTER (under Slowear)



Slowear
@slowear_incotex

Color Block: the art of neat geometries and color contrasts as applied to fashion design. This season Zanone created outstanding knitwear pieces inspired by the color block aesthetics. bit.ly/Zanone-ColorBl...

#slowear #lifestylestore #menstyle #zanone
#knitwear #colorblock #ss19



Problems

Do not post often (every 3 to 5 days).

Last Zanone related post dates from a long time ago, a few months.

Some brands are posted about more than others.

Solutions

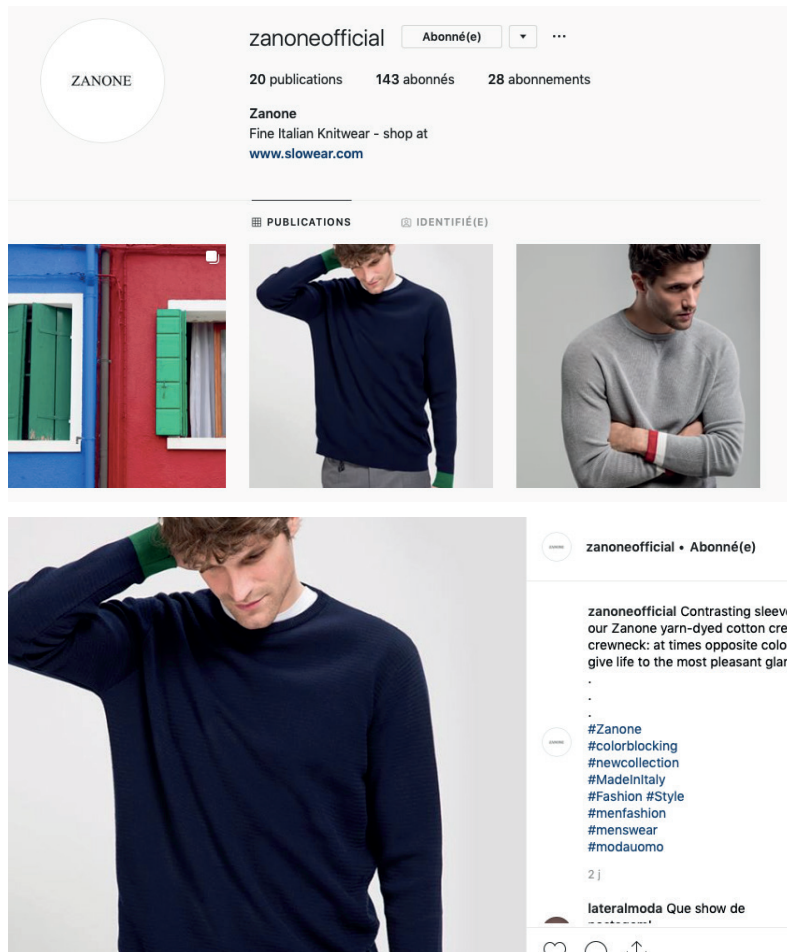
Start posting at least once a day.

Have more posts about Zanone.

Have an equal amount of posts for each Slowear brand.

Online Presence - Social Media

ZANONE INSTAGRAM



Problems

Do not post often (every 3 to 5 days).

Only pictures are posted.

Various mainstream hashtags, not targetting the customer enough.

Solutions

Create highlights (Instagram stories)

Vary the media on Instagram (add videos, gifs...)

Use hashtags related to the values of the brand such environment, quality and sustainability.

Online Presence - Engagement

Type of posts and content

- Play with the key material: **Knitwear**
- Posts about **craftsmanship** (ex: the process to create a certain product)
- Organize a **challenge/contest** for customers. For example: Style a Zanone shirt in a creative way and get a special deal, a gift from Zanone or a visit to the factory



Online Presence - Engagement

Potential influencers

- By using influencers = tap into a new target and gain in visibility
- Use of influencers such as Italians Paolo Stella and Riccardo Pozzoli and British Ali Gordon
- Fit with the brand and tend to promote products from Italy, elegant, quality and timeless designs



Online Presence - Engagement

Educational Videos

- Since Zanone's main focus is high-quality materials and craftsmanship there could be educational videos through their social media to underline this characteristics
- Educational videos on how they select their materials, how they dye the material, and the general process of production



Instagram Stories



PR and Marketing

Guerilla Marketing

- Since we want to create big awareness and gain new potential consumers Guerilla Marketing is a way of doing it
- In Milan for a time we will add a giant straight double-pointed needles to reinforce the idea of knitwear this will have the Zanone logo
- Next to the knitting needles there will be a giant ball of yarn
- This will make people engage with the installation, providing advertising as well as create a story
- Easy way to get people engaged

Capsule Collection

- For Mother's Day Zanone could launch a capsule collection it will be for the month of May
- This will be an opportunity to get women in-store and make them aware of the brand
- Also this is an opportunity to see if in the future there could be an extension (going into women's wear)

PR and Marketing

Event

- Invite Zanone's costumers to a personalization event
- The customer will be able to personalize its garment
- Starting from the type of yarn to the color and the knitting style
- The customer will be able to do it with an iPad (integrating technology with craftsmanship)
- There will also be a machine in the event so the costumer can have a first-hand experience on how their product is made
- The customized garment will be sent to their home

ZANONE

WE ARE PLEASED TO INVITE YOU TO
#MYZANONECREATION

COME IN-STORE TO HAVE A DRINK AND
ITALIAN FOOD
VIA SOLFERINO, 18
TO LIVE A UNIQUE EXPERIENCE



SHOP



ABOUT

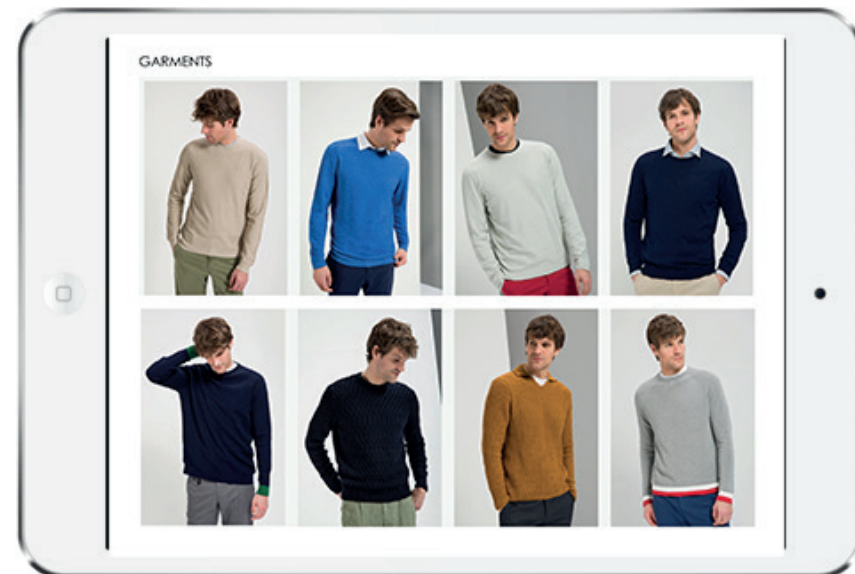
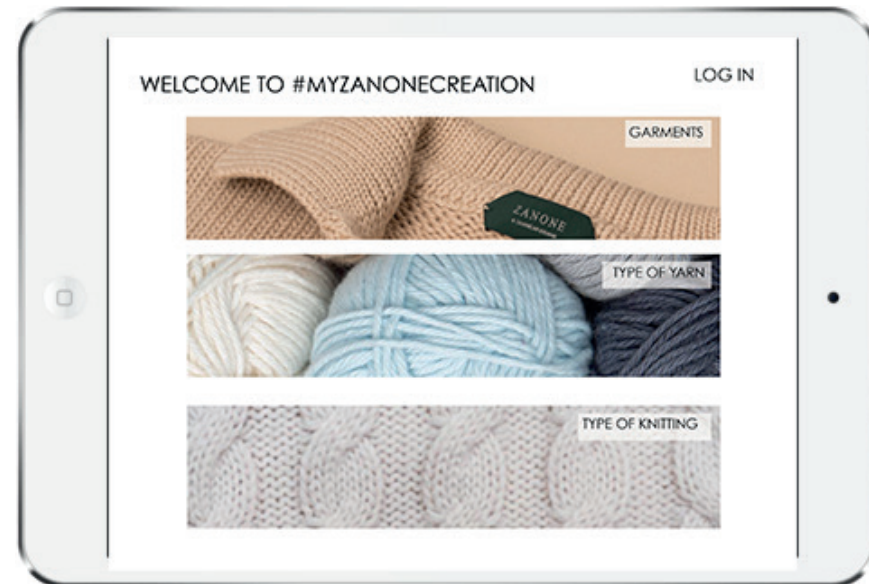
SLOWEAR
VENEZIA

E-vite

ZANONE

PR and Marketing

- For the event Zanone will send email invitations to the consumers that are registered
- Inviting consumers to come to the store will create engagement
- The customization service will be entertaining
- The customer will work with a sales associated, if wanted. And work on an iPad to select the color, type of material and the style of the garment
- There will be drinks and small bites for the customers
- The garment will be shipped to the customer with complementary shipping
- There will be a machine in-store to make it interactive
- Since there will be buzz around the event it will make people come to the store and post about it
- #zanoneproduction #myzanonecreation will be the hashtags for the event



Digital environment

Totems in the SLOWEAR store.

- Show new collection of season and all the products
- It is currently the simplest, most convenient and fastest way to let customers know about commodity consulting



Digital environment

Shopping Tags on Instagram

- IG story: post new collection
- Using shopping tags on every product on Instagram post
- As a biggest social media, Instagram, is a good platform for promoting brand information. Through Instagram's retail channel, customers can shop more conveniently

