



The International Marketing Team: centralization or decentralization?

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Corporate Marketing Team Manager

I. The Business

II. Promotional tools

III. Corporate mktg structure

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iGuzzini

The Business

iGuzzini

Better Light for a Better Life



Lighting Market

DECORATIVE

Decorative
Internal for domestic

T E C H N I C A L

Architectural
Internal, facades,...

Industrial
Internal for industry

External
Urban areas, streets,...

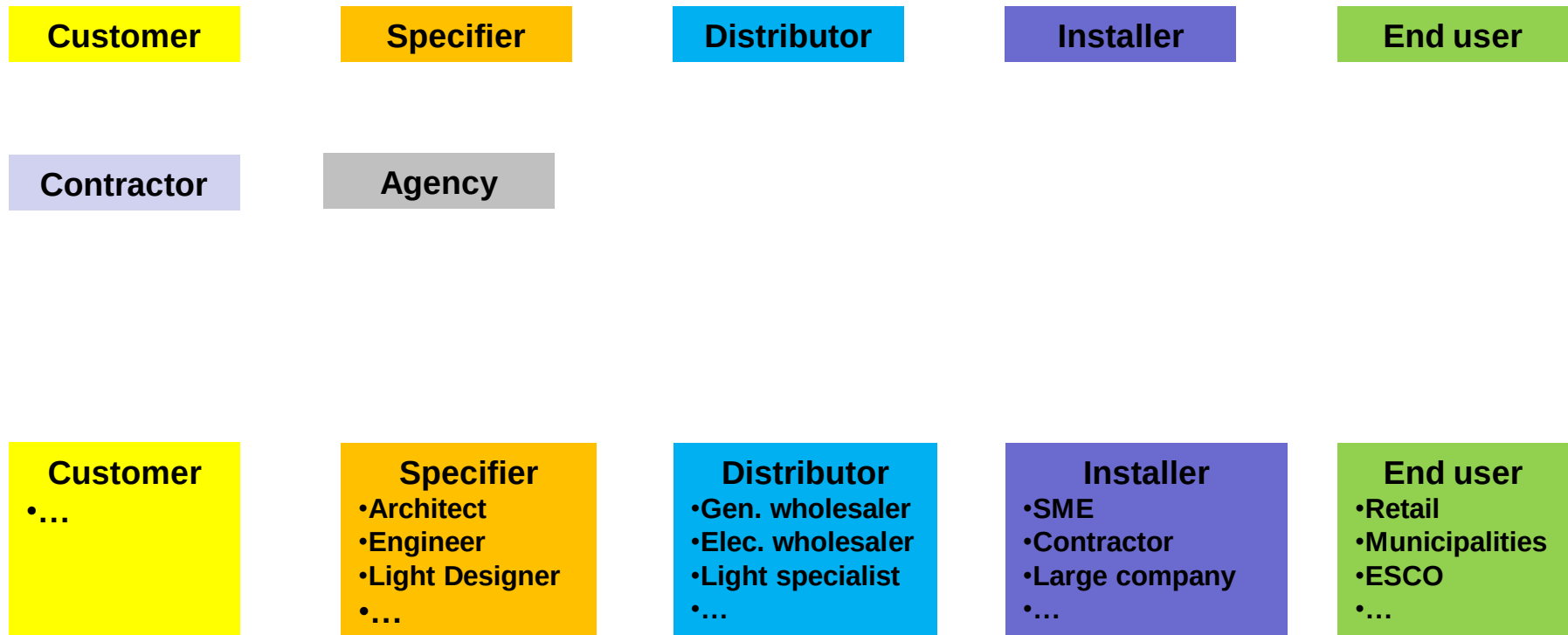
iGuzzini

I.1	iGuzzini	A complex sales process	 Better Light for a Better Life
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Many actors in the value chain with different interests

Actors can play different roles depending on the project dynamics

A marketing strategy is necessary for each actor





Art and culture



Commercial spaces



Office places / Education



Places of worship



Residential areas



Urban lighting



Entertainment and hospitality



Health and wellbeing



Architectural



Large spaces and sport facilities



Street lighting



Industrial areas

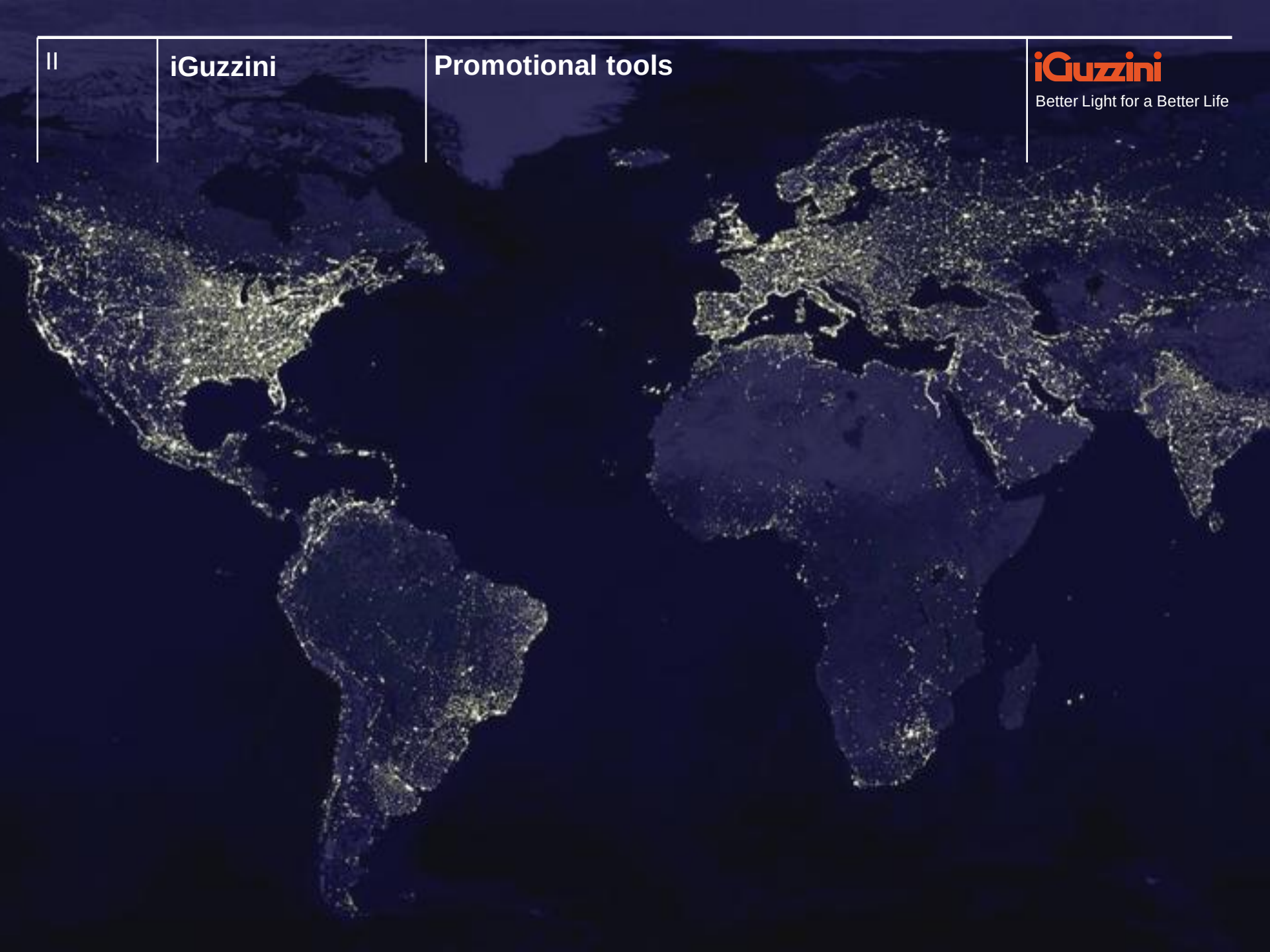
II

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Promotional tools

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**A marketing strategy is necessary for
each target group...**

...in each nation...

...for each application area

Target group

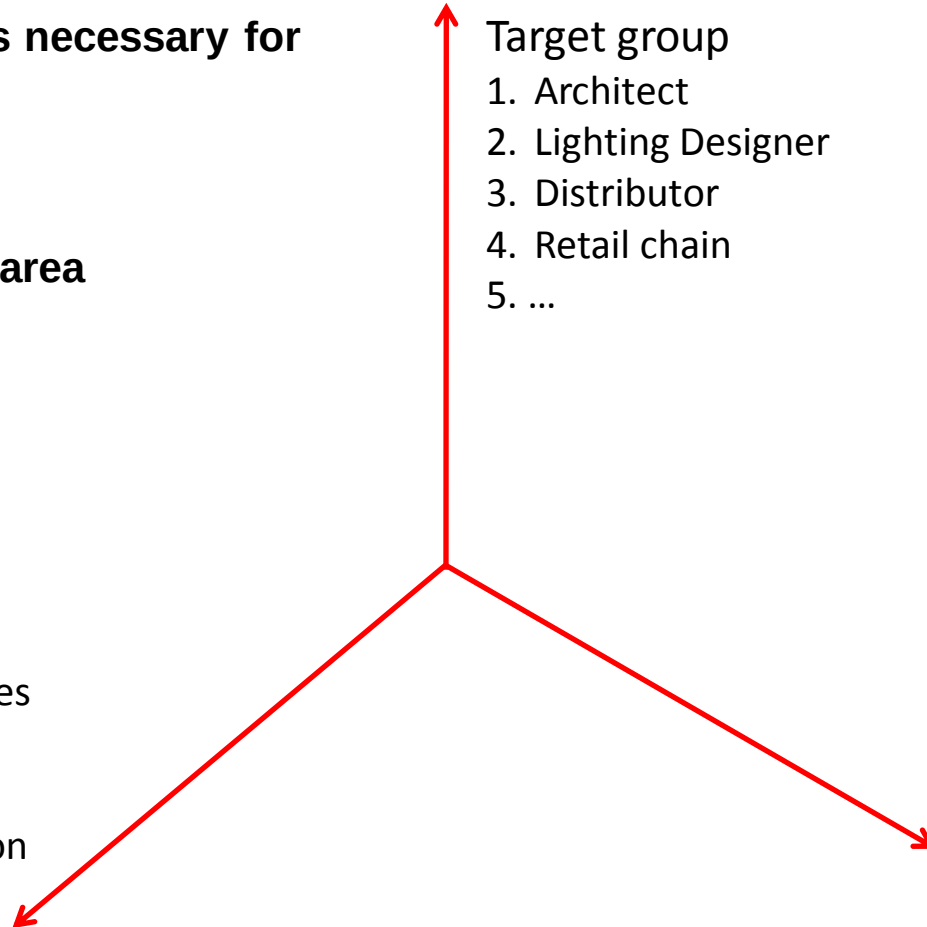
1. Architect
2. Lighting Designer
3. Distributor
4. Retail chain
5. ...

Application Area

1. Commercial spaces
2. Street lighting
3. Urban lighting
4. Offices / education
5. ...

Nation

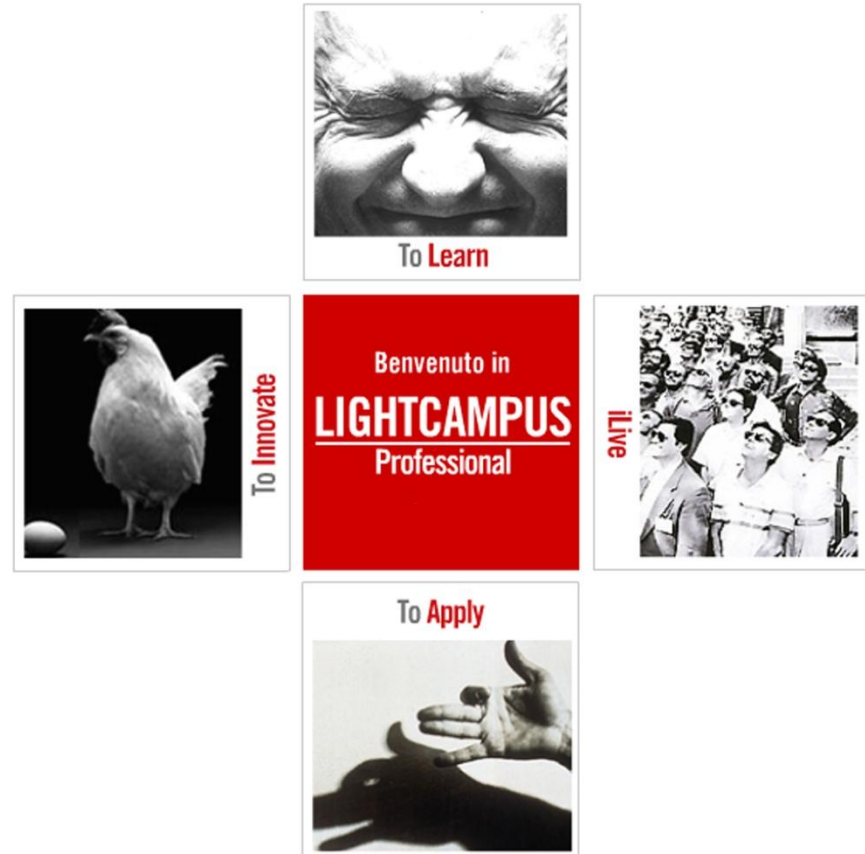
1. Italy
2. Spain
3. UK
4. Export
5. ...



Classroom training
Online training

Internal Training

External Training



II.2

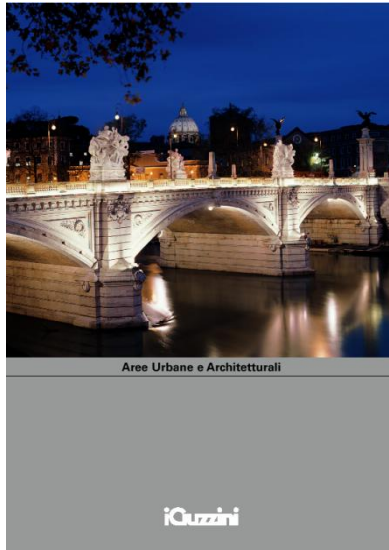
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Promotion: printed material

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Market segment
brochures



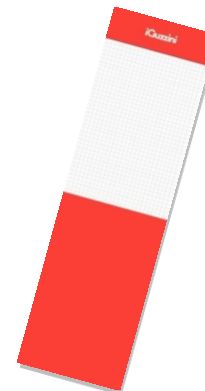
New product
catalogue



Indoor / outdoor
catalogues



...



...

II.2

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Promotion: events

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Trade show: Lumiville
(Lyon, FR 2010)

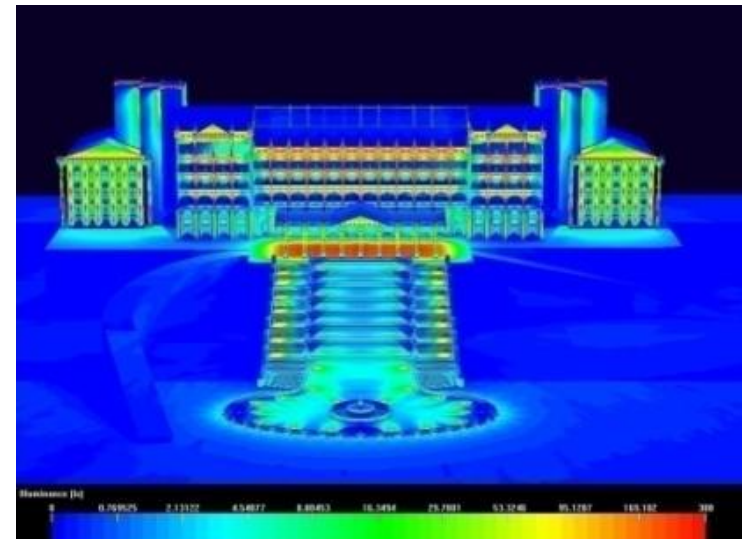
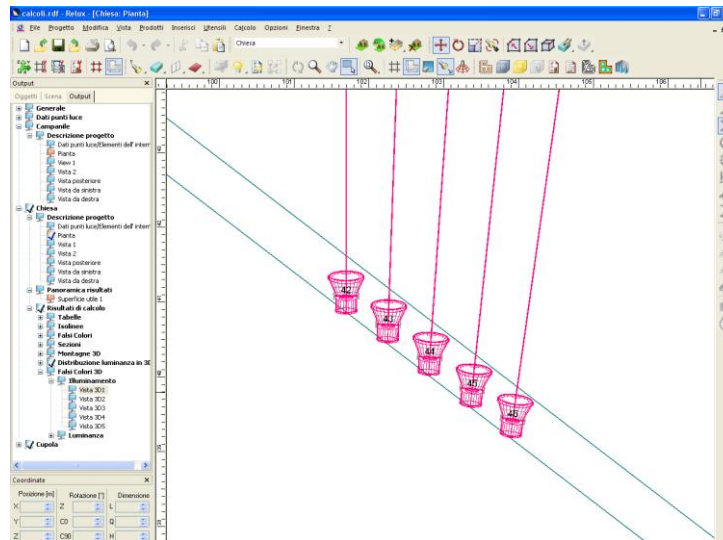


Inauguration showroom
(NY, USA 2010)

Lighting consultancy

Lighting concepts

it's possible through light calculations to establish different layers of illumination and to verify the correspondence to the standards.



Lighting consultancy Simulation

A professional team is able to create simulation starting from a real picture using photoshop.



Special products**Application****New fair Milan****Architectural project:**

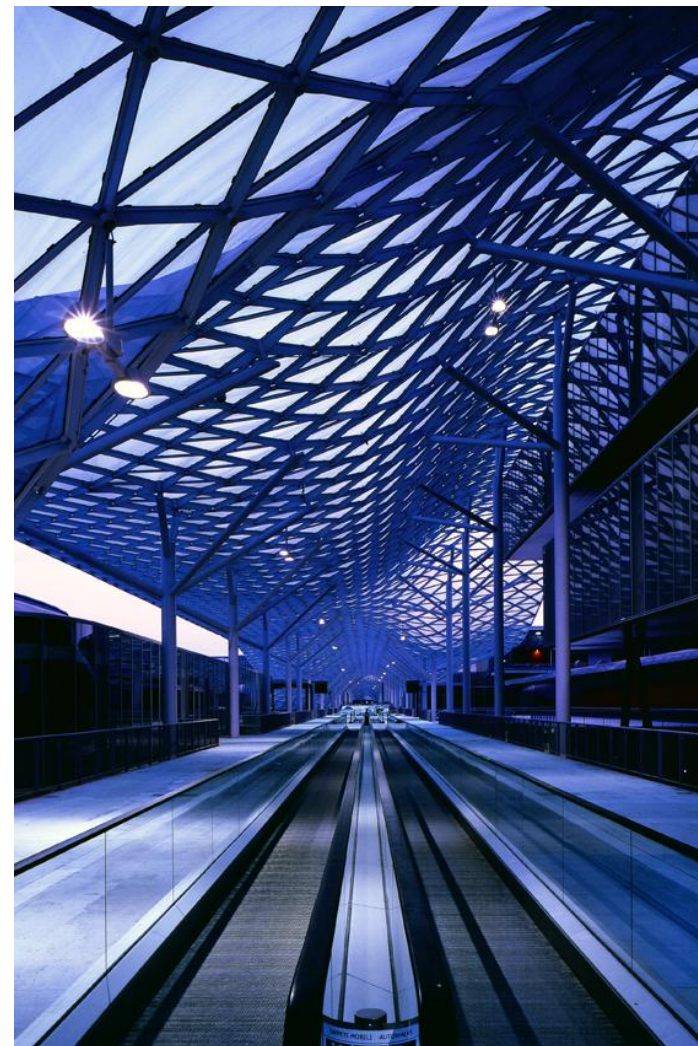
M.Fuksas & D.

Mandrelli

Products:

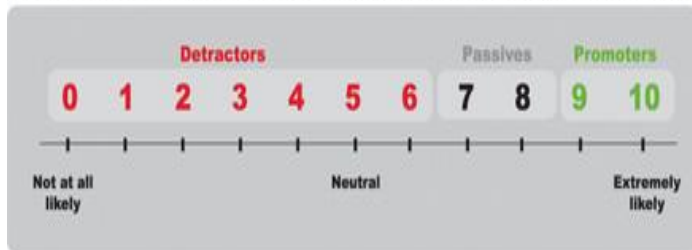
Sistema and Lavinia

New Products

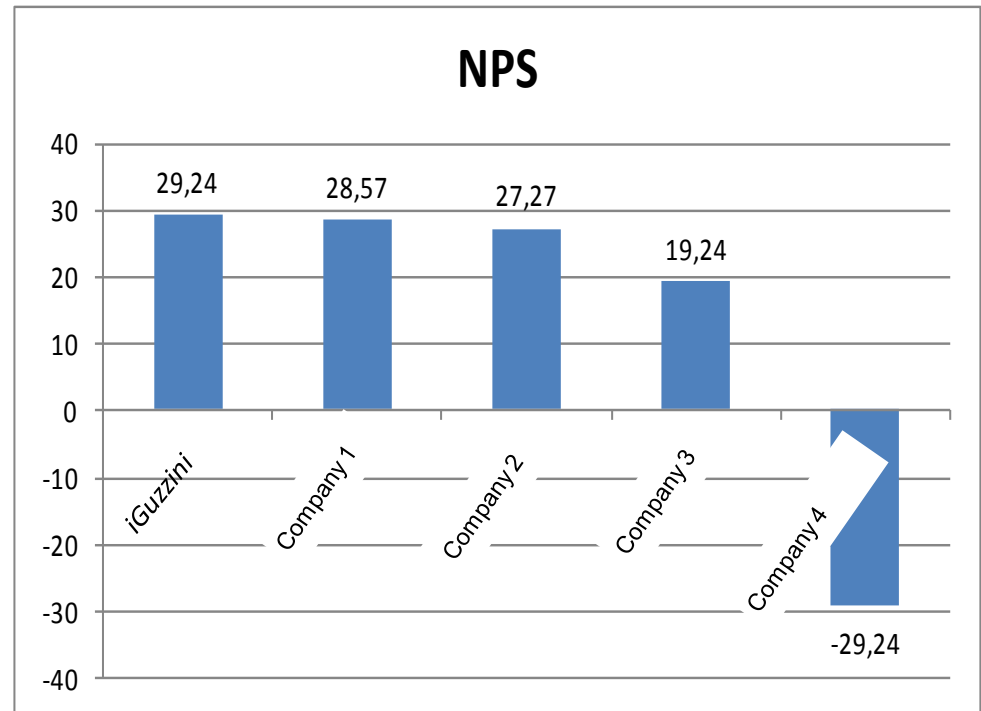


II.2	iGuzzini	Satisfaction level	 Better Light for a Better Life
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How likely are you to recommend to a colleague or friend?



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$



III

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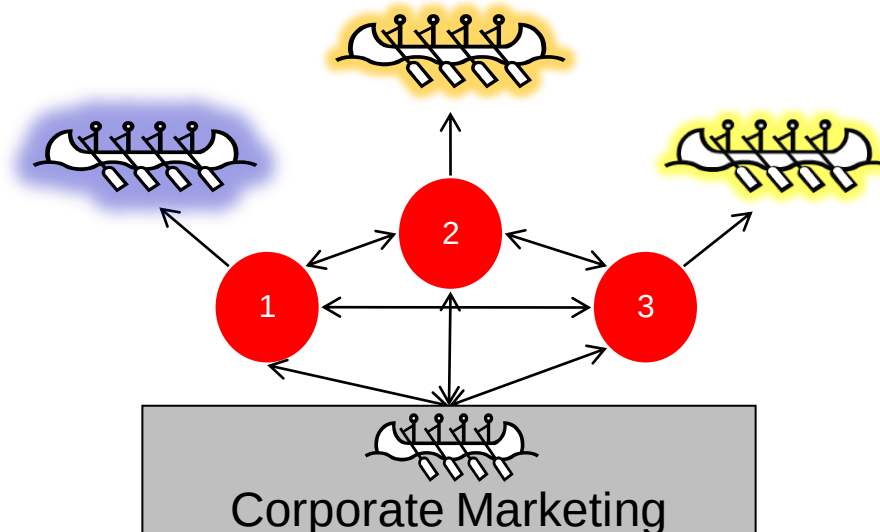
Corporate Mktg Structure

iGuzzini

Better Light for a Better Life



To maximize returns from investments in marketing activities, a Corporate Marketing department was built to create synergies between nations (1, 2, 3), coordinate international campaigns, and share best practices.



What to centralize and what to decentralize?

Decentralized
(Local Mktg Resp.)

Centralized
(Corp.Mktg Resp.)



Brand identity
Corporate strategy / guidelines
Local strategy
Financial bdg
Prod. Dev. & Pricing
Local website
Corporate website / Youtube
Catalogue distribution
Catalogue development
Advert placement
Advert creativity
CRM mgmt
Customer Satisfaction
Relationship mktg
eNewsletter
Sharing of best practices
Control

How do we manage a globally integrated mktg system?

Clear identification of Corporate Mktg Team (Reference point)

MMM

**(Monthly Marketing Meetings – corporate staff in
subsidiary or video conference)**

MMM Report

**(Corporate Mktg summarizes
best practices and shares)**

International Mktg Meetings (Minimum 2 per year at HQ)

Intranet

(All staff can be updated in real time)

QUESTIONS?

